

ANALYZING THE QUEUING PROCESS OF CUSTOMER EXPERIENCE AMONG SELECTED BULALO RESTAURANTS IN TAGAYTAY CITY

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Abstract: The City of Tagaytay is famous for the Bulalo Restaurants. The researchers assess the customers queuing process based on Model Entities, Model Activities, Model Resources, Endogenous Events and Exogenous events. The researchers had 4 selected Bulalohan Restaurants in the city of Tagaytay such as Diners Bulalo, D'Bas Bulalohan, Bradleys Bulalohan and Green Ats Bulalohan. The study use survey questionnaire and quota sampling in which 50 customers was subjected to answer the survey questionnaire the result shows that most of the customers of Bulalo restaurant age 19 to 29, male with an educational attainment of college graduate with a monthly income range of 10,001 to 19,999 pesos per month and visits the Bulalo restaurant for the first time. While in queuing process such as the model entities, model activities, model resources, endogenous events and exogenous events the respondents agree to the statements. While there is significant difference between the educational attainment and model entities, model activities, model resources and endogenous events. Monthly income and all of the queuing process factors had a significant difference and the number of times visiting the site with the model activities, model entities and exogenous events.

Keywords: Queuing, Process, Restaurant, City of Tagaytay.

1. INTRODUCTION

Restaurants usually had a queuing process in which the customers order a food and wait while the restaurant prepares the food and it will be serve to the customers almost of the Bulalo restaurants in the city of Tagaytay had a queuing process since ordering a Bulalo is not an instant food which means that although the ingredients needed are already prepared, there is time needed for the Bulalo to be cooked therefore a queuing process is necessary for these restaurants to operate.

Queuing Process on the other hand is an important factor when it comes to restaurants since queuing process organize the way a customer order for food. Waiting time for the service in a restaurant is a common factor among the customers. Therefore, the queuing process affects customer satisfaction in a sense that if the customers have a long time for the service then the customer could leave a restaurant and the restaurant could lose money (Ahsan et. al 2014).

The queuing process usually starts with the arrival of the customer in which the management of the restaurant will assigned seats available to the customer, if there is no seat available then the customer will have to wait in the waiting area, then the customers after sitting usually a waiter or a waitress will provide a menu to the customers of the restaurant then waits for the order of the customer after waiting for the order the waiter usually takes the order of the customers then assigned it a que to the kitchen in preparing the food. After the preparation and cooking of the ordered food the it is ready to serve then the food is serve and the customers eats, and then after the food service the customers pays and after that

they leave the queuing process is very simple in follow the right steps but there are complications when it comes to these (Moore, 2019).

Complications with the queuing service usually starts with the waiting in service times a customer usually feels anxious if the waiting in service time takes a lot of minutes. Restaurant customers may be annoyed when they realize they have to wait, that is why when it comes to customer satisfaction the queuing process is a very important factor. The main reason why there is a queuing process that is implemented in the restaurant is to have an improve service time to the customers (Gumus et. al, 2017).

However with the application of the queuing process could be very different when it comes to what type of restaurant one has to offer there is a different queuing process that is implemented in a fast food restaurant as compared with the casual dining type of restaurant and this is where the research gap is applied as there are different of factors that is considered in a casual dining type restaurant as compared with a fast food chain.

The application of the queuing theory as the main concept of the study is very important because it is the main concept of the queuing process in the restaurant. Queuing theory in relation to restaurants involves numerous factors, including when large numbers of customers can typically be expected to arrive, the amount of time customers usually spend in the restaurant and the number of parties expected to linger at their table long after they finish eating. (Dharmawirya and Adi, 2016).

However, the queuing theory has a model in which it is divided into several factors which includes the expected waiting time in the queue, the average time in the system, the expected queue length, the expected number of customers served at one time, the probability of balking customers (Koh et al, 2015).

However the model is translated into the following such as the model entities which includes customers request and orders, model activities in which it means bringing food to the customer and cash payments, model resources such as the waiters and cashiers, exogenous events which means the arrival of the customer and endogenous events which means completion of service of a customer these factors are the included in the queuing model for the restaurants (Ahsan et. al, 2014).

The legal basis of the study is the Consumer Act of the Philippines which is the R.A 7394 in which it provides protection of consumers against hazards, safety and health and it the law also provides consumer rights against deceptive and unfair practices and the right of the consumer to exercise as a consumer this is related to the study because the customer of the restaurants have the right to a right service provided and the right transactions provided by the restaurants in which the customers has the right with it (officialgazette.gov.ph).

The City of Tagaytay, located in the southern part of the province of Cavite, the city is a major tourist destination as it is near from the capital Manila. The city is known for its cool climate since the city is located in a high upland area. The city has a population of 71,181. The main economic sectors identified are the tourism industry which includes the hotel industry, the agriculture industry, livestock and poultry and the commerce and industry (Tagaytay Demographic Profile, 2017).

Since the city of Tagaytay is famous for the tourist attractions and a tourist destination the city is also famous as a gastronomic destination. The city of Tagaytay is famous for the Bulalo in which the Bulalo is a dish that is soup based based on beef broth with beef shanks and vegetables such as Napa Cabbage, Corn and etc. (Serrano, 2019). The city of Tagaytay had a lot of Bulalo restaurants the famous ones are the Diners Bulalo, Nanay Dories Bulalohan, D'Bas Bulalohan, Bradleys Bulalohan and Green Ats Bulaluhan.

The Diner's Bulalo is a restaurant open for 24 hours every day and it has a good view of the taal lake, the restaurant also consists of 130 seats inside (up and down), they also have 17 cottages that can accommodate 9 persons each cottage and 1 big cottage for families. It is where you'll find one of the best-tasting Bulalo's, Complete with bone marrow, greens, beans, and potatoes, each bowl is simply divine. Nonetheless, the Bulalo is not the only reason why people keep coming back to Diner's. They also visit there for their Sisig, Crispy Pata, their seafood dishes etc.

The D'basBulaluhan restaurant is open for 2 years and has a relative which is also named D'basBulaluhan but much bigger. The maximum capacity of seats is almost 100. They have 8 nipa huts that can be use as a dining table which is also unique for a restaurant to have. Each nipa hut has 5-7 sitting capacity. The restaurant has simple decorations like pictures of their customers. The restaurant is not airconditioned, but the place has a good temperature.

On the other hand, the Green ATS Bulalohan is considered as the best place it to eat is to have the best tasting food and a great scenery. Green ATS Bulalohan has it all. From one of the best bulalohan at Tagaytay City, you also get the best angle and view of Taal Volcano below. The average expense when dining in to this restaurant is about P200/person. The dining area is not enclosed and not airconditioned however the area is maintained clean.

Lastly the Bradley's Bulalohan has a large viewing deck which it shares with another restaurant. This becomes "alive" at night when diners enjoy a couple of beer on a chilly night. we preferred to eat outside to have dinner the very accommodating staff gladly arranged one table for us. Bradley's Grill Bulalohan can accommodate 100 seating capacity. They sell a lot of foods but for their specialty they have Sizzling Buttered Bulalo and Sinigang sa Bulalo.

STATEMENT OF THE PROBLEM

The researchers would conduct a study on the queuing process among customers on selected Bulalo Restaurant around the City of Tagaytay using survey questionnaire and the customers as the respondents. The study sought to answer the following questions:

1. What are the Profile of the respondents in terms of:
 - a. Age
 - b. Gender
 - c. Educational Attainment
 - d. Monthly Income
 - e. Number of times visiting the site
2. How does the respondents assess the queuing process of the selected Bulalo restaurants in the city of Tagaytay in terms of:
 - a. Model Entities
 - b. Model Activities
 - c. Model Resources
 - d. Exogenous Events
 - e. Endogenous Events
3. Is there significant difference between the profile of the respondents and their assessment of Queuing process?
4. Based on the Findings what Queuing process improvement program can be proposed?

2. CONCEPTUAL FRAMEWORK

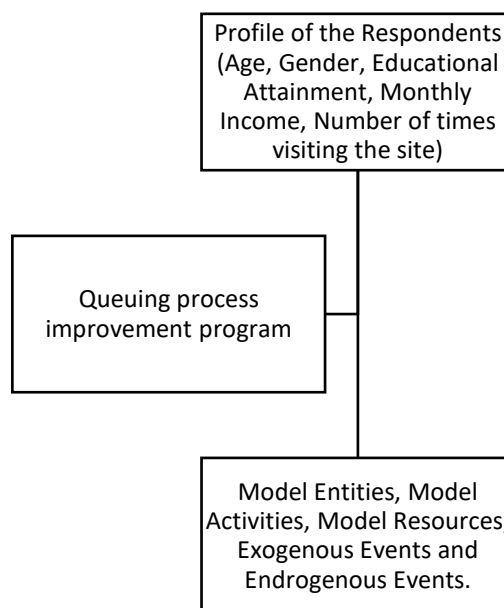


Figure 1: Conceptual Framework of the Study

The figure above shows the conceptual framework of the study the study uses the concept of Ahsan et. al, 2014 on Models of Queuing Process Theory. The model of the Queuing process contains the model entities which includes customers request and orders, model activities in which it means bringing food to the customer and cash payments, model resources such as the waiters and cashiers, exogenous events which means the arrival of the customer and lastly the endogenous events which means completion of service of a customer these factors. Together with the profile of the respondents as a factor in determining the relationship between the Queuing process and Profile of the respondents the researchers have come up with an output of the study which is the Improved Queuing Process Program.

3. METHODOLOGY

The study employed quantitative type of research. The use of quantitative type of research in any study is necessary since there are no data to be manipulated. Descriptive research design allows the study to describe the characteristics of the queuing process of the selected Bulalo Restaurants in the city of Tagaytay. The selected Bulalo restaurants that will be used in the study are the Diner’s Bulalo, The D’basBulaluhan, Green ATS Bulalohan and Bradley’s Bulalohan. Quota sampling in which it was used to conduct survey to the customers of the bulalo restaurant since then.

Quota Sampling was used in the study 50 respondents each Bulalo restaurantin which is 4 Bulalo Restaurant used in the study for a total of 200 respondents. The respondents of the study were the customers of the Bulalo Restaurant. The instrumentation that was used in the study is questionnaire in which is in Likert form. A legal letter was given to the selected Bulalo Restaurant to inform them of a research conducted in their respective Bulalo restaurant. Survey questionnaire was validated by the thesis adviser. The survey included the demographic profile of the respondent and a Likert type question on queuing process od the selected Bulalo Resrtaurant the data that were gathered in the survey were used to further analyze the data statistically. The data gathered was treated confidentially.

The researchers used survey questionnaire in data gathering. The researchers had personally handled out the survey questionnaire to the customers of the four Bulalo Restaurant used in the City of Tagaytay. The data gathering process started on the 2nd week of February up to 4th week of the same month. The researchers conducted the survey during weekends the respondents answered immediately the survey questionnaires and these are waited until they are finished answering. After handling out the questionnaire, it was collected by the researchers from the respondents for the researchers listed their answers for further statistical analysis.

The questionnaire was validated by the adviser. The study also uses face validity to validate the survey questionnaire by using the respondents to validate if the survey questionnaire could answer the intended question (Sharma, 2014) on the queuing process of selected Bulalo Restaurant this will serve as the test run in proceeding with the real survey test that was done.

Percentage and frequency were used in analyzing the demographic profile of the respondent’s Descriptive statistics was used in the study in order to interpret the data. Computing the standard deviation in the study was really important since this was compared to the standard weighted mean. The standard weighted mean had a meaning for the corresponding points 1.00 to 1.49 Strongly Disagree, 1.50 to 2.49 Disagree, 2.5 to 3.49 Agree and 3.5 to 4 Agree. ANOVA (Analysis of Variance) was used to assess the relationship between the profile variable of the respondents and their assessment of the preference. This statistical analysis is really important in testing, significance for categorical variables.

4. RESULTS

Table 1: Age of the Respondents

Age	Frequency	Percent
18 to 29	108	54.0
30 to 39	73	36.5
40 to 49	13	6.5
50 to 59	4	2.0
60 and above	2	1.0
Total	200	100.0

Table 1 shows the result of the age of the respondents the result shows that most of the respondents age 18 to 29 with 108 (54.0%) respondents followed by visitors with age 30 to 39 73 (36.5%) respondents while the lowest number of visitors where 60 and above with 2 (1.0%) respondents.

The result of the study shows that most of the visitors in the Bulaluhan Restaurant where young adults the probable reason why most of the respondents where young adults is due to the Tagaytay city as being a famous tourist destination, according to Tagaytay Demographic Profile (2017) the proximity of the Tagaytay to Metro Manila is what drives the tourist to visit the area and most of these tourist where young adult workers who would like to visit the Tagaytay for a quick vacation.

Table 2: Gender of the Respondents

Gender	Frequency	Percent
Male	101	50.5
Female	99	49.5
Total	200	100.0

The result of table 2 shows the gender of the respondents the result shows that most of the respondents where male with 101 (50.5%) respondents but there is not much big difference with the female respondents with 99 (49.5%) respondents.

Based on the result of the study there is not that big difference between the male and female respondents the probable reason for this could be the not much difference between the number of male and female tourist. According to Philippine Statistics Authority (2016) there is not much big difference between the number of male and female travelers.

Table 3: Educational Attainment of the Respondents

Educational Attainment	Frequency	Percent
Vocational	6	3.0
College Level	16	8.0
College Graduate	174	87.0
Post Graduate	4	2.0
Total	200	100.0

The table 3 shows the educational attainment of the respondents the result shows that most of the respondents had a college graduate degree with 174 (87%) respondents that has a degree in college while the college level comprises of 16 (8%) respondents while the lowest number of respondents are post graduate with 4 (2.0%) respondents.

The probable reason why most of the respondents were college graduate could be attributed to the fact the most of the tourist were workers from Metro Manila (Tagaytay Demographic Profile, 2017) in which most of these workers are college graduates working in service sectors this reflects the result of the study as to why there were a lot of college graduate respondents.

Table 4: Monthly Income of the Respondents

Monthly Income	Frequency	Percent
P10,000 and below	2	1.0
P10,001 to P19,999	129	64.5
P20,000 to P29,999	51	25.5
P30,000 to P39,999	8	4.0
P40,000 to P49,999	5	2.5
P50,000 and above	5	2.5
Total	200	100.0

The table 4 shows the result on the monthly income of the respondents the result shows that most of the respondents had an income range of 10,001 to 19,999 with 129 (64.5%) respondents per month followed by respondents with a monthly income range of 20,000 to 29,999 with 51 (25.5%) respondents while the lowest number of respondents can be found in both income range of 40,000 to 49,999 and 50,000 and above with 5 (2.5%) respondents.

The result shows that most of the respondents had an income range of 10,001 to 19,999 and that is normal because the reported median income according to Philippine Statistics Authority (2018) was reported to be at 16,999 pesos and these reflects the result of the study as to why most of the respondents had an income range of 10,001 to 19,999 pesos per month.

Table 5: Number of Times Visiting the Site

Number of Times Visiting the Site	Frequency	Percent
Once	150	75.0
Twice	32	16.0
Thrice	12	6.0
Fourth +	6	3.0
Total	200	100.0

The table 5 shows the result of the study the result shows that most of the respondents have visited the site once with 150 (75%) respondents followed by respondents who visited the site twice with 32 (16%) respondents while the lowest number visited the site fourth times and above with 6 (3.0%) respondents.

The result shows that most of the tourist visits the Bulaluhan restaurant once the probable reason to this is that there are a lot of Bulalo restaurant in the City of Tagaytay. According to Serrano (2018) there are a lot of Bulalo Restaurants in the city of Tagaytay and these Bulaluhan offers their own unique version with each competitor in which means that tourist would also like to visit and experience dining into each of the Bulalo restaurant which means that there is a tendency for the tourist to visit a Bulaluhan once because the tourist would like to visit other Bulalo Restaurants.

Table 6: Respondent Assessment on Model Entities

Model Entities	Mean	Rank	Interpretation
1. The Staffs of the restaurant caters to the special needs of the customers	3.62	2	Strongly Agree
2. The Staffs of the restaurant caters to the request of the customers	3.42	4	Agree
3. The Staffs of the restaurant properly writes down and remembers the order of the customer	3.77	1	Strongly Agree
4. The Staffs of the restaurant suggest the recommended dish to the customers	3.50	3	Strongly Agree
5. The Restaurant Menu can be easily read	3.01	5	Agree
Overall	3.46		Agree
Interpretation: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree, 3.50-4.00 – Strongly Agree.			

The table 6 shows the result on the respondents assessment on model entities the result shows that the highest mean can be found in The Staffs of the restaurant properly writes down and remembers the order of the customer with a mean of 3.77 and interpreted as strongly agree while the lowest mean can be found in The Restaurant Menu can be easily read with a mean of 3.01 and interpreted as agree. The overall mean score of 3.46 suggest that the respondents agree with the statements in the model entities.

The result shows that the highest mean can be found in The Staffs of the restaurant properly writes down and remembers the order of the customer in which it is interpreted as strongly agree the probable reason to this was that the staffs pay attention carefully with the orders because they are somehow afraid that they will have a wrong order and this could cause a salary deduction to them.

According to Ahsan and colleagues (2014) when it comes to queuing process the staffs of a restaurant should pay attention to the orders of the client because if there were a lot of wrong orders then it could cause inefficiencies and will eat a lot of time on the part of the restaurant making the customers less happy of the service the restaurant provided.

While the lowest mean which is the Restaurant Menu can be easily read the probable reason to this could be attributed with the design of the menu the layout of the menu is not efficient the customers could find it hard to read that it probably creates more time to decide on what to eat because the layout of the menu is problematic which means less efficiency with the queuing process.

According to Dharmawirya and Adi (2016), a menu is a part of the queuing process because the customer takes time in order for them to order a food which adds up to the que, a good format of menu will add to the efficiency of the queuing process because there is a less time needed to order the food and will reduce the time a customer stays in the restaurant which would free the sitting capacity.

Table 7: Respondent Assessment on Model Activities

Model Activities	Mean	Rank	Interpretation
1. The Restaurant serves the food on their promised allotted time	2.96	5	Agree
2. The Restaurant serves the right ordered food the customer request	3.21	4	Agree
3. The Restaurant gives the menu to the customer right away	3.41	2	Agree
4. The Servers caters to the need of the customer right away such as water and utensils	3.58	1	Strongly Agree
5. The Servers assist the customer right away when it comes to the payment	3.39	3	Agree
Overall	3.310		Agree
Interpretation: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree, 3.50-4.00 – Strongly Agree.			

The table 7 shows the result of the respondent's assessment on model activities the result shows that the highest mean can be found in The Servers caters to the need of the customer right away such as water and utensils with a mean of 3.58 and interpreted as strongly agree while the lowest mean can be found in The Restaurant serves the food on their promised allotted time with a mean of 2.95 and interpreted as agree, the overall mean of 3.310 suggest that the respondents agree with the statements on model activities.

The result shows that in model activities the highest mean can be found in The Servers caters to the need of the customer right away such as water and utensils in which the servers right away serves the customer in case they need utensils or they need water and this is a sign of a quality service from the staff part.

According to Koh and colleagues (2015) the ability to provide quick service to the needs of the guest is a sign of a good queuing process because the guest will feel that they are taken care of and the staff of a restaurant has an increase in productivity in which make the management of the restaurant more efficient.

In relation with the result the lowest mean can be found in The Restaurant serves the food on their promised allotted time. The problem with this one could be the food itself as cooking Bulalo and other Filipino cuisine could take time. Therefore, the promise of the time that should be allotted to the food is not met in which the queuing process could be in a bad for the reputation of the restaurant.

According to Gumus (2017) the queuing process was created to create an efficient workflow in the restaurant in order to served the food in a good manner, however the main problem still when it comes to queuing process is the allotted time to cook in which many restaurants failed to do so therefore the restaurant should always put an excess minutes in their promise allotted time in order to meet the expectation of the guest.

Table 8: Respondents Assessment on Model Resources

Model Resources	Mean	Rank	Interpretation
1. The Staffs in the restaurant are polite and courteous	3.69	2	Strongly Agree
2. The Staffs in the restaurant has a proper attire	3.83	1	Strongly Agree
3. The Restaurant had enough seat spaces	3.41	3	Agree
4. The Seat spaces in the restaurant are wide enough for people to pass through	3.25	4	Agree
5. The Restaurant had a good security parameter	2.91	5	Agree
Overall	3.416		Agree
Interpretation: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree, 3.50-4.00 – Strongly Agree.			

The table 8 shows the result of the Model resources assessment of the respondents the result shows that when it comes to model resources The Staffs in the restaurant has a proper attire with a mean of 3.83 and interpreted as strongly agree while the lowest mean can be found in The Restaurant had a good security parameter with a mean of 2.91 and interpreted as agree the overall mean of 3.416 suggest that most of the respondents agree with the statements on model resources.

The result of the study shows that the highest mean can be found in The Staffs in the restaurant has a proper attire the probable reason to this was because the restaurant management are aware that a good proper attire is a key in a proper queuing process. Which explains that a proper attire would ensure proper queuing process because the tourist would not have a problem identifying the staff of the restaurant.

According to Moore (2019) a good proper attire could in theory improve the queuing process because there customers of the restaurant could not have a problem identifying which of the people in the restaurant is a server in turn this would increase the productivity and the time efficiency of the restaurant with the use of attire because the customer could easily identify which is the staff and which is not.

In relation with the result the lowest mean can be found in The Restaurant had a good security parameter with a mean of 2.91 and interpreted as agree the probable reason with this is the inadequate security premises each Bulaluhan restaurant has a good security premises will ensure that the customers will not be paranoid because they feel the place is secured enough.

According to Koh and colleagues (2015) there is an important for the restaurant to consider security because security is a basic instinct in which the humans are bound to and if a place does not have security the customers will think of it as a big problem they will be inclined to think more of the security than deciding to what should they eat thus increasing the deficiency with the queuing process in which will reduce the time efficiency of the restaurant.

Table 9: Respondents Assessment on Exogenous Event

Exogenous Events	Mean	Rank	Interpretation
1. The Restaurant has a waiting area	3.26	2	Agree
2. The Restaurant had an enough parking space	2.68	5	Agree
3. The Staffs of the restaurant welcomes the customers of the restaurant	3.23	3	Agree
4. The Staffs of the restaurant assist the customers on their respective tables	3.21	4	Agree
5. The Servers assist the customer right away when they arrive	3.44	1	Agree
Overall	3.161		Agree
Interpretation: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree, 3.50-4.00 – Strongly Agree.			

The table 9 shows the result of the respondents assessment on exogenous events the result shows that the highest mean can be found in The Servers assist the customer right away when they arrive with a mean of 3.44 and interpreted as agree while the lowest mean can be found in The Restaurant had an enough parking space with a mean of 2.68 and interpreted as agree the overall mean for exogenous event of 3.161 is interpreted as agree.

The probable reason as to why the Servers assist the customer right away when they arrive is because this is the main responsibility of the staff and that is to assist the customer right away, assisting the customer right away when they arrive will improve the queuing process because assisting right away will stop wasting the time of the customers and improve the service quality provided by the restaurant.

According to Gumus (2017) assisting the customers right away when they arrive is very important in a queuing process because the customers will feel that they are welcomed and the restaurant takes care of them plus it improves the queuing process because there is a less waste of time assisting the customers right away when they arrive improves the efficiency in queuing process.

Meanwhile the lowest mean can be found in The Restaurant had an enough parking space. The probable reason to this could be due to lack of parking space and parking space and the relationship between queuing process and parking space is important because if there is a less parking space the customers would have to wait or otherwise they could just leave the restaurant and find other restaurant with a good parking space.

According to Koh and colleagues (2015) parking space is a crucial element when it comes to queuing process because if there is a limited parking space the customers would have to wait longer which means an inefficiency with the queuing process the restaurant could also loss potential customers because if there is parking space there is a tendency that they will left the restaurant and fine other place to eat.

Table 10: Respondents Assessment on Endogenous Event

Endogenous Events	Mean	Rank	Verbal Interpretation
1. The restaurant time allotted for collection of payment is reasonable	3.30	4	Agree
2. The restaurant time allotted for the change on payments is reasonable	3.31	3	Agree
3. The Staffs of the restaurant says remarks before leaving the restaurant	3.56	1	Strongly Agree
4. The Restaurant parking space is easy to maneuver before leaving the premises	2.79	5	Agree
5. The Customer would like to visit the restaurant again	3.50	2	Strongly Agree
Overall	3.288		Agree
Interpretation: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree, 3.50-4.00 – Strongly Agree.			

The table 10 shows the result on the endogenous events the result shows that the highest mean can be found in The Staffs of the restaurant says remarks before leaving the restaurant with a mean of 3.56 and interpreted as strongly agree while the lowest mean can be found in 4. The Restaurant parking space is easy to maneuver before leaving the premises with a mean of 2.79 the overall mean of 3.288 suggest that the respondents agree with the statements on endogenous events.

The probable reason as to why The Staffs of the restaurant says remarks before leaving the restaurant got the highest mean is because this is a responsibility on the part of the staff to provide remarks after the customers eat and leaves the premises of the restaurant.

According to Gumus (2017) the queuing process that not leaves when the customers finished their eating process, the remarks are also part of a queuing process because it ensures that the customers are taken care of and it could provide an increase in service quality in which the respondents would like to visit the restaurant again thus creating a potential customer.

In relation with the result the lowest mean can be found in the Restaurant parking space is easy to maneuver before leaving the premises the probable reason to this was the connection with the problems with parking space as there is a limited parking space leaving the premises of the restaurant could also be hard because many cars where fit in a small parking space.

According to Koh and colleagues (2015) parking space is an important part of queuing process, because if there is a limited parking space the customers would have to wait longer which means an inefficiency however leaving also the premises of the restaurant if hard will also create problems with the queuing process because the next potential customer of the restaurant mind find it off.

Table 11: Significant Difference Between Age and Queuing Process

Age	p-value	Interpretation	Decision
Model entities	0.100	Not Significant	Accept
Model activities	0.165	Not Significant	Accept
Model resources	0.369	Not Significant	Accept
Exogenous events	0.150	Not Significant	Accept
Endogenous Events	0.793	Not Significant	Accept

The table 11 shows the result on the significant difference on the age of the respondents and their assessment of queuing process of Bulaluhan Restaurants in the city of Tagaytay and the result shows that age is not a factor when it comes to the practices because all of the p-value was more than the significance level of 0.05.

The result reflects that there is no significant difference with the age of the respondents and the queuing process a probable reason for the result was that age is not a factor when it comes to queuing process. Different age groups have the same assessment of Model Entities, Model activities, Model Resources, Exogenous Events and Endogenous Event.

According to Moore (2019) age is not a factor with the queuing process because the queuing does not rely on the age of the customers all the customers regardless of age were given ques as there are no priority when it comes on a queuing process is mainly a first to first basis.

Table 12: Significant Difference Between Gender and Queuing Process

Gender	p-value	Interpretation	Decision
Model entities	0.100	Not Significant	Accept
Model activities	0.100	Not Significant	Accept
Model resources	0.706	Not Significant	Accept
Exogenous events	0.430	Not Significant	Accept
Endogenous events	0.641	Not Significant	Accept

The table 12 shows the result on the significant difference on the gender of the respondents and their assessment of queuing process of Bulaluhan Restaurants in the city of Tagaytay and the result shows that age is not a factor when it comes to the practices because all of the p-value was more than the significance level of 0.05.

The result reflects that there is no significant difference with the gender of the respondents and the queuing process a probable reason for the result was that gender is not a factor when it comes to queuing process. Different gender groups have the same assessment of Model Entities, Model activities, Model Resources, Exogenous Events and Endogenous Event.

According to Moore (2019) gender is not a factor with the queuing process because the queuing does not rely on the gender of each customer, all the customers regardless of gender were given ques as there are no priority when it comes on a queuing process is mainly a first to first basis. Which means that gender is not a factor because the queuing process is on customer basis.

Table 13: Significant Difference Between Educational Attainment and Queuing Process

Educational Attainment	p-value	Interpretation	Decision
Model entities	0.004	Significant	Reject
Model activities	0.002	Significant	Reject
Model resources	0.000	Significant	Reject
Exogenous events	0.408	Not Significant	Accept
Endogenous events	0.000	Significant	Reject

The table 13 shows the result on the significant difference on the educational attainment of the respondents and their assessment of queuing process in selected Bulalo restaurant in Tagaytay city. the result shows that educational attainment is a factor when it comes to model entities, model activities and endogenous events as the p-value is less than the level of significance of 0.05. While model resources and exogenous events are not a factor when it comes to the practices because all of the p-value was more than the significance level of 0.05.

The result shows that model entities, model activities and endogenous events is factor when it comes to the educational attainment of the respondents as college graduates have higher assessment of model entities, model activities, and endogenous events as compared with other educational attainment groups.

According to Dharmawirya and Adi (2016) there is a need for the customers to be aware of the queuing process because it provides them an idea on how does a restaurant works and will create an understanding with the management of the restaurant and the customers and most customers as based on the result of the study are college graduates therefore this college graduates are more aware of the queuing process that is done in the restaurant.

Table 14: Significant Difference Between Monthly Income and Queuing Process

Monthly Income	p-value	Interpretation	Decision
Model entities	0.000	Significant	Reject
Model activities	0.000	Significant	Reject
Model resources	0.000	Significant	Reject
Exogenous events	0.000	Significant	Reject
Endogenous events	0.000	Significant	Reject

The table 14 shows the result on the significant difference on the monthly income of the respondents and their assessment of queuing process in selected Bulalo restaurant in Tagaytay city. the result shows that educational attainment is a factor when it comes to all of the factors in queuing process such as model activities, model entities, model resources, exogenous events and endogenous events. model entities, model activities and endogenous events as the p-value is less than the level of significance of 0.05.

The result shows that all the factors of queuing process model entities, model activities model resources, exogenous events and endogenous events is factor when it comes to the monthly income of the respondents as respondents with an income range of 10,001 to 19,999 have higher assessment of model entities, model activities, and endogenous events as compared with other monthly income groups.

According to Dharmawirya and Adi (2016) there is a need for the customers to be aware of the queuing process because it provides them an idea on how does a restaurant works and will create an understanding with the management of the restaurant and the customers and most customers as based on the result of the study had an income range of 10,001 to 19,999 therefore the respondents that had a monthly income arrange of 10,001 to 19,999 pesos per month are more aware of the queuing process that is done in the restaurant.

Table 15: Significant Difference Between Number of Times Visiting the Site and Queuing Process

Number of Times Visiting the Site	p-value	Interpretation	Decision
Model entities	0.285	Not Significant	Accept
Model activities	0.028	Significant	Reject
Model resources	0.134	Not Significant	Accept
Exogenous events	0.338	Not Significant	Accept
Endogenous events	0.000	Significant	Reject

The table 15 shows the result on the significant difference on the number of times visiting the site of the respondents and their assessment of queuing process in selected Bulalo restaurant in Tagaytay city. the result shows that number of times visiting the site is a factor when it comes to model entities, model resources and exogenous events as the p-value is less than the level of significance of 0.05. While model activities and endogenous events are not a factor when it comes to the practices because all of the p-value was more than the significance level of 0.05.

The result shows that model entities, model resources and exogenous events is factor when it comes to the number of times visiting the site of the respondents as first timer visitors of the restaurant have higher assessment of model entities, model resources, and exogenous events as compared visitors that visit the site twice, thrice and over for four times.

According to Ahsan and colleagues (2014) a customer that regularly visits the restaurant is more accustomed to the queuing process that is done in the restaurant therefore regular customers are more sensitive to the changes done in a restaurant when it comes to queuing process in which it explains as to why the respondents that visit the restaurant had a much higher assessment as compared with other groups.

5. CONCLUSION AND RECOMMENDATION

The result of the study shows that most of the respondents age 19 to 29 with 108 (54.0%) respondents, while men visit the Bulaluhan restaurant the most with 101 (50.5%) respondents. When it comes to educational attainment most of the respondents are college graduates with 174 (87%) respondents with an income range of 10,001 to 19,999 with 129 (64.5%) respondents and visited the Bulaluhan restaurant for the first time with 150 (75%) respondents.

The result on the on model entities the result shows that the highest mean can be found in The Staffs of the restaurant properly writes down and remembers the order of the customer with a mean of 3.77 and interpreted as strongly agree while the lowest mean can be found in The Restaurant Menu can be easily read with a mean of 3.01 and interpreted as agree. The overall mean score of 3.46 suggest that the respondents agree with the statements in the model entities. the result of the on model activities the result shows that the highest mean can be found in The Servers caters to the need of the customer right away such as water and utensils with a mean of 3.58 and interpreted as strongly agree while the lowest

mean can be found in The Restaurant serves the food on their promised allotted time with a mean of 2.95 and interpreted as agree, the overall mean of 3.310 suggest that the respondents agree with the statements on model activities. the result of the Model resources shows that when it comes to model resources The Staffs in the restaurant has a proper attire with a mean of 3.83 and interpreted as strongly agree while the lowest mean can be found in The Restaurant had a good security parameter with a mean of 2.91 and interpreted as agree the overall mean of 3.416 suggest that most of the respondents agree with the statements on model resources. the result of exogenous events the result shows that the highest mean can be found in The Servers assist the customer right away when they arrive with a mean of 3.44 and interpreted as agree while the lowest mean can be found in The Restaurant had an enough parking space with a mean of 2.68 and interpreted as agree the overall mean for exogenous event of 3.161 is interpreted as agree and lastly the result on the endogenous events shows that the highest mean can be found in The Staffs of the restaurant says remarks before leaving the restaurant with a mean of 3.56 and interpreted as strongly agree while the lowest mean can be found in 4. The Restaurant parking space is easy to maneuver before leaving the premises with a mean of 2.79 the overall mean of 3.288 suggest that the respondents agree with the statements on endogenous events.

There is no significant difference between the profile of the respondents such as age and gender and their assessment of queuing process. While there is significant difference between the educational attainment and model entities, model activities, model resources and endogenous events. While in monthly income all of the queuing process factors had a significant difference and the number of times visiting the site with the model activities, model entities and exogenous events.

Based on the findings the researchers have concluded the following most of the customers of Bulalo restaurant age 19 to 29, male with an educational attainment of college graduate with a monthly income range of 10,001 to 19,999 pesos per month and visits the Bulalo restaurant for the first time. While in queuing process such as the model entities, model activities, model resources, endogenous events and exogenous events the respondents agree to the statements. While there is significant difference between the educational attainment and model entities, model activities, model resources and endogenous events. Monthly income and all of the queuing process factors had a significant difference and the number of times visiting the site with the model activities, model entities and exogenous events.

Based on the findings the researchers have recommended the following based on the lowest each of the lowest mean on each of the queuing factors.

1. Improved the format of the Menu to be easily read.
2. The restaurant should add additional allotted time to the orders.
3. The restaurant should add security guard or add CCTV cameras to improved security.
4. The restaurant should have an improved parking space.
5. The restaurant should include valet service.

OUTPUT

The researchers have proposed to create a Queuing process improvement program the output has five objectives which will surely improved the queuing process in the restaurant. The five objectives start with the improved format of the menu this will improve the readability of the menu in which the customers of the restaurant will find it easier to order and decide which food they will eat. The second objective is for the restaurant to add additional time allowance to the order of the customer they can extend it for 5 minutes.

The third objective was for the restaurant to adds security guard and additional CCTV cameras to improve the security The fourth objective of the study is for the restaurant to improved the parking space in which they can improved their parking space by improving zoning areas in which more cars could fit in the dedicated parking space while the last objective of the study is for the restaurant to include a valet service in case the restaurant does have a limited parking space.

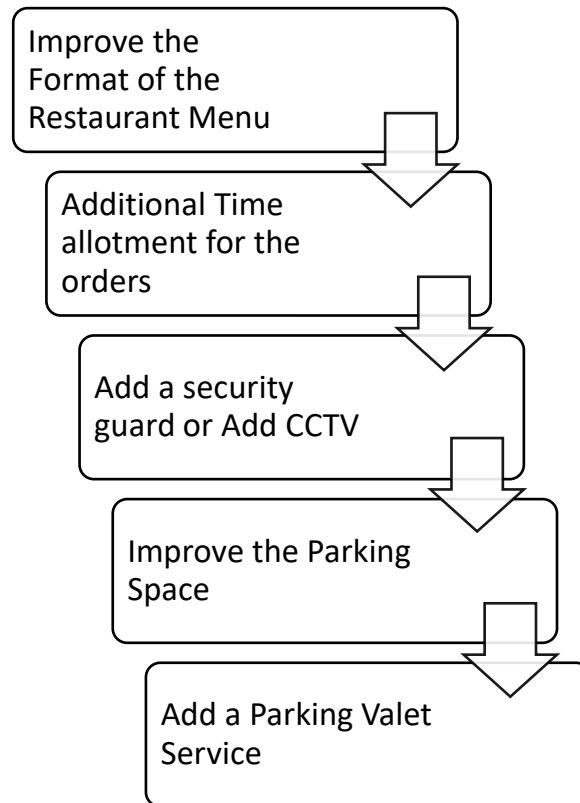


Figure 2: Objectives of the Output

The first objective of the study is to revamped the format of the restaurant menu. A good format of a restaurant menu will improve the readability of the menu and will add efficiency when it comes to queuing process because less time will be needed by the customers to order the food. This can be done in a span of 1 week by hiring a designer of a new format of menu and the cost is estimated to be 3,000 pesos.

The second objective of the study is for the restaurant to add additional time for their dish. This will be done by telling to the customers for example that the dish will be ready in 20 min but the staffs will tell to the customer in 25 min an additional time allowance will fulfill the promise to the customer instead of the customer expecting it but the promise of the restaurant is not fulfilled this will minimize that scenario this can be done immediately and with no additional funds required.

The third objective is for the restaurant to either hire a security guard or install CCTV this will improve the security premises of the restaurant and will improve the queuing process in which the customer will focused on ordering the food instead of checking if the place is secured enough. This can be done in a span of 1 week and will probably cost 15,000 pesos.

The fourth objective of the study is to improve the parking space this can be done by rezoning the parking space in order for the restaurant to have an added capacity and this will be very important which improve the queuing process by reducing the time a customer finds a parking space in the restaurant. This can be done in a span of 1 week and will cost about 10,000 pesos for rezoning which includes paint and markers for the parking space.

The last objective of the study is to add a parking valet service this will be very important to the restaurant in case they have limited parking space or no parking space at all. The valet service will be very important in order to reduce the time in queuing and make the process more efficient because the customers time would be reduced instead of finding a parking spot and maneuvering outside the restaurant the parking valet service will handle it all. The implementation of the added valet service can be done in a span of 1 week.

Table 16: Roadmap of Activities

Activity	Time Frame	Implementing Body	Result	Projected Cost
Improve the Format of the Restaurant Menu	1 week	Restaurant Management	The customers time ordering the food will be reduce because the menu can be easily read	3,000 pesos
Additional Time allotment for the orders	1 day	Restaurant Management	The promise of the food serve to the customers will be fulfilled. Expectation resolve	N/A
Add a security guard or Add CCTV	1 week	Restaurant Management	Improve security, improved queuing process because the customers would not have to think of the security	15,000 pesos
Improve the Parking Space	1 week	Restaurant Management	Improve queuing process because less time will be needed in finding parking spots	10,000 pesos
Add a Parking Valet Service	1 week	Restaurant Management	Improve queuing process because less time will be needed in finding parking since the valet service will handle it	TBA

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