

A CUSTOMER'S PERCEPTION AND SATISFACTION SURVEY FOR DAPIP FOOD PARK IN PAGSANJAN, LAGUNA

¹Tordecilla, Sophia Linn, ²Enriquez, Jessica, ³Deogracias, Esplanada

^{1,2}Proponents, ³Adviser:

DE LA SALLE UNIVERSITY – DASMARINAS

College of Tourism and Hospitality Management

Tourism Management Department

Abstract: The Food Park has started in late 2000s that has a concept of different kinds of food sold inside an establishment. It has a concept of opening late in the morning until midnight. Food park was easily became known year 2016 due to Millennials, families and friends. Providing Customer Satisfaction Program to the food establishment that will surely bring the satisfaction of customers in a new level is the main purpose of the study. The researchers aim to understand their customer need and expectations in the food park. The objectives of the study is to assess the level of satisfaction and to assess the perception of customers. This study used descriptive data that is collected from respective respondents through online platform. The data and results has been analyzed by the researchers to provide a good helpful Satisfaction program for Dapip Food Park in Pagsanjan, Laguna. The researchers' study will surely help the Food park in Pagsanjan, Laguna to step up the satisfaction of customers to a new level and to highlight their strengths that will attract more customers with safety.

Keywords: Food Park, Customer Satisfaction Program, Perception, Satisfaction.

1. INTRODUCTION

Food Park is a concept of selling a ray of food inside one place that started in late 2000s. It is set up with outdoor stores where the customer can enjoy and stay. It would be the best choice of food trip with family and friends for it caters different variety of foods. The idea became famous in year 2016 because it is attractive to families and friends.

According to Aure, having a creative ambiance in Food Park is unique; for it makes the experience go beyond flavor. According to study of Fischer et al., he stated that "Food hubs are, or intend to be, financially viable businesses that demonstrate a significant commitment to place through aggregation and marketing of food." The Food Parks are occupied by friends and families to share bonding as well as trying and enjoying food among stalls. Food Park prepares and provides quality food, drink and dessert to customers. The meals they offer are usually served and eaten on premises. They also offer take-out and food delivery services for customer's convenience.

Accoding to Linda Stradley (2021), cuisine is a style of cooking that is characterized by its ingredients, dishes, techniques, tips and mostly related to culture. Food preparation, ingredients and customs of Regional food are often combined to create dishes that are unique in a specific region.

According to Farris, Paul et Al (2010), the Customer satisfaction is defined as a measure of how products and services provided by a business meets or surpass the customer's expectation. The satisfaction is defined as "the customers whose has experienced the products or its services that exceeds satisfaction goals." The Customers has an important role and are essential in keeping a product or service relevant so it is in the best interest of the business to ensure customer satisfaction, and build customer loyalty.

On the other hand, according to Chambers, S (2021), the Customer perception is how customers feel about your product and brand. It's an opinion that they've formed through every interaction they've had with your company, both direct and indirect

In order to have regular customers in a food service industry business, Dapip food park has to go beyond serving tasty dishes to providing additional services such as music and other forms of entertainments, all towards meeting the wants and demands of the customers. Other things to measure such as cleanliness, food product, dining environment, service, and food price are also used as forms of baits to attract customers. People are attracted to Dapip food park for several reasons, such as to have a variety of foods and to meet new friends, among others.

The Municipality of Pagsanjan has a food park that is open to the public from Monday to Sunday at the time of 11:00am to 1:00am. Dapip Food Park has 18 food stalls with different variety of food and beverages. (bandstand.ph) The Food Park has started in year 2017 of December and is managed by Harry Q. Tiu. Besides on numerous food and beverages they offer, they also feature live band gigs, open area tables and a Wi-Fi connection. It is perfect and suitable for late night tripping, gimmicks of friends and family. The location of the food park is within the reach of the customers for it is just along the highway.

The main objective of this study is to determine a demographic profile of the respondents, to identify perceptions among customers towards the food park and to determine factors that influence repeat customers. Specifically, the study sought to assess the level of satisfaction of customers and to assess the perception of customers of Dapip Food park in Pagsanjan, Laguna.

The research gap or problem of the study is at the peak of pandemic cases, the business had to close in March 16, 2020 and it was resumed in September 16, 2020. The visiting customers has lessened as it is before but due to its numerous food choices the customers tend to purposely buy, and keep coming back for a reason. The researchers aim to identify what satisfies the customers and what is their perception in *Dapip* Food park. It also tackles about the competitors of *Dapip* Food Park that are emerging. Since food Parks is on trend, there is a need to show off what *Dapip* Food Park has, through having an innovative Customer's Satisfaction Program that has the goal of getting more customers also they would be able to personalize their food experience, millennials continue to demand options and variety.

Through the study, the researchers will be able to analyze what is lacking and what needs improvement in the business. Therefore, customers will be attracted to a new level. The researchers aim to have a better and stable Food park in the Tourist Capital of Laguna.

The location has 18 stalls that shows good quality and reasonable prices for different types of food, beverages and dessert. As such, the food park offers the millennial a place to eat and a casual environment to hang out. The researchers also aim to boost customer's satisfaction in a new level.

The main purpose of the study is to better understand customer need, and enable the food park operators to respond to customer's desires by determining the customer's perception and satisfaction for *Dapip* Food Park in Pagsanjan, Laguna. Throughout the study, the researchers will identify what needs satisfies the customers and what needs improvement. Wherein demographic profile of respondents and the influence of factors in terms of food price, food product, services, cleanliness and Dining environment will be assessed.

To assess what is the customer's perception and satisfaction on the Food Park, the researchers will use the theory of Kolb's Experiential Learning Theory and survey questionnaires from to analyze the study.

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

A Product is a tangible object that is placed on the market for the purpose of purchase, attention, or use, while a Service is intangible item that results from work of one or more people. It is simple to judge the quality of a tangible product. Since most items are countable, touchable and visible, a customer may examine them to determine the product. A service is not something you can touch or try before you pay for it (Corporate Finance Institute, 2020).

There are two principles that can be used to describe Customer Satisfaction: Transaction-based satisfaction and cumulative satisfaction. Transaction-based satisfaction refers to how satisfied you are with a particular transaction after you have made your choice and paid for it. Cumulative satisfaction on the other hand, is focused on the overall experience after purchasing and using the product for a period of time (Anderson, Formelo, Lehmann, 1994).

The way customer perceives your product is called Customer Perception. It involves emotions in the business as well as descriptive terms they might use to describe the business. Understanding how the customers view the company will help the owner develop his market, find ways of improve the quality and broaden the business. (Help Scout)

Customer service expectations provide a variety of ways to communicate with the businesses. In reality, the majority of customers use at least three different platforms for customer service, with phone, email, and chat. Convenience and prompt issue solving are critical aspects of Customer Service, but there is one thing customers enjoy much more being handled as separate, valued individuals (Forbes, 2019)

Quality Service influence a company's success in terms of customers loyalty, reputable brand of high level of quality, owners keep product in stock since the product is thought to have greater value for money it can command for higher price. (LinkedIn).

In any food service preparation area, a Cleanliness is essential. It ensures that all surfaces are washed on a regular basis, lowering the risk of bacteria being transferred from an unclean surface to clean equipment like cutting boards or tools (Workplace Sanitation). In order to avoid foodborne illness, its crucial to keep the workplace safe. Bacteria can thrive on filthy surfaces and contaminate food.

Price is a product or service's price is the sum of money paid for it. But there has to be more to it. The profitability of a business is directly influenced by its cost also the price is a component of the company's overall value proposition. Prices plays an important role in establishing consumer value and fostering long-term relationships (Marketing 2020)

According to Elite Traveler (2020), dining environment is important to the fact that ambiance of a restaurant sets the tone. It is about more than just a place away from home dining room. As the guests become the crowd, the food takes center stage. Music, lighting artwork, and spacing all work together to create a sense of warmth, intimacy and even romance.

According to Modern Restaurant Management (2019), when it comes to making decisions, human rely heavily on their senses. People rely on scent, sound and sight to get around. Paying close attention to how the atmosphere of your restaurant affects these senses may have an impact on the choices your customers make.

Food Preparation or Service refers to the steps taken to ensure that the food we eat is healthy to eat or to improve the taste of the food we eat. A better reputation for the food park means better food quality. Proper food preparation is a simple way for your food park to ensure that its dishes are of better quality. Food preparations will prevent customers from food poison and food allergies. The business must undergo inspections as a licensed establishment. Food preparation procedures must be understood and followed by the employees. (Food Safety Software).

A Pandemic is an outbreak that spreads globally and affects a large number of people. The COVID-19 is a virus pandemic that started in year 2019 and is caused by severe acute respiratory syndrome. It was discovered in Wuhan, China in December 2019. In January 2020, the World Health Organization declared the epidemic a Public Health Emergency of International concern, and in March 2020, it was declared a pandemic (Wikipedia). The *Dapip* food park is operating, following the strict health protocols for the safety of everyone especially the customers. It is strictly followed to prevent the COVID-19 viruses.

Kolb's Experiential Learning Theory has two components: a four-stage learning cycle and four distinct learning types. Kolb's Theory is heavily influenced by the learner's internal cognitive processes. According to Kolb (1984), learning is an interconnected process in which each stage us mutually supportive of and feeds into the next. One can join the cycle at any point and follow it in its sequence.

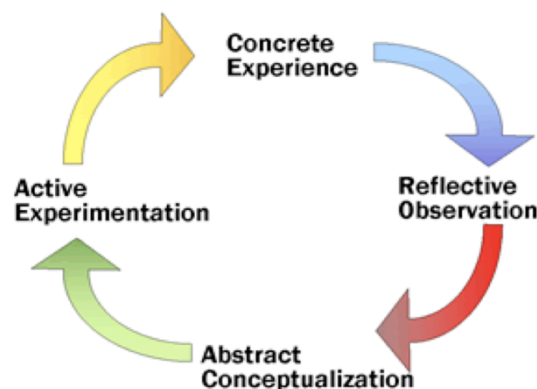


Figure 1: Kolb's Experiential Theory

3. METHODOLOGY

According to Kolb, successful learning can only occur when an individual goes through the four stages of concrete experience, reflective evaluation, abstract conceptualization, and active experimentation. In Concrete Experience, an individual has an experience that serves as the basis for observation which provides an opportunity for learning. An individual cannot learn by simply reading or observing, according to Kolb's Theory. The aim is for the individual to actively engage in the experience in order to gain knowledge from it.

Before making any judgements, the person reflects on the experience in the second stage which is Reflective Observation, any Discrepancies in knowledge and understanding are given special attention, this aim is for the person to reflect on the situation and derive the meaning from it. The person develops hypotheses to describe their experience through Abstract Conceptualization, this analysis often results in the creation of a new definition or the modification of an existing one. The person discovers common patterns, challenges and issues that will aid them in new learning experience at this point. This will develop the ideas that they will be able to use in the future. Individuals adapt what they learned in the experience to a new scenario in the final stage which is the Active Experimentation. It will apply their ideas to make choices and sway the behavior of people or events. The learner takes chances and puts ideas into practice to see what happens. The goal is to put the principles to the test in new and different scenarios in order to find ways to develop them.

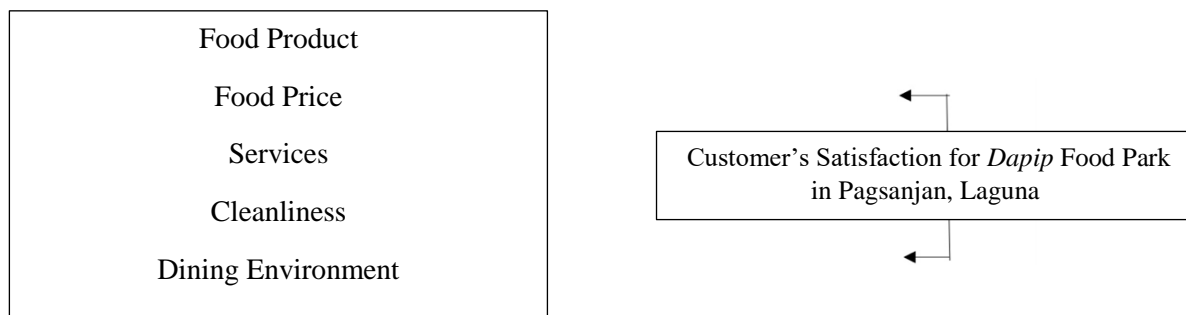


Figure 2: Conceptual Framework

In Conceptual framework, the surveyed Customer's Perception and Satisfaction will be analyzed and will result to a Customer's Satisfaction for the Food park in Pagsanjan Laguna, Dapip Food Park.

The purpose of the study is to identify the satisfaction of customers and their perception. Through it, it will answer the following:

1. What is the Demographic profile of the respondents with regards to:
 - 1.1 Age
 - 1.2 Gender
 - 1.3 Monthly Income
 - 1.4 Place of Residence
 - 1.5 Educational Attainment
2. What is the customer's perception in Dapip Food Hub in Pagsanjan, Laguna that corresponds to:
 - 2.1 Food Product
 - 2.2 Food Price
 - 2.3 Service
 - 2.4 Cleanliness
 - 2.5 Dining Environment
3. Is there any significant relationship between the assessment of perception and profile of respondents?
4. Based on the findings, what Customer's Satisfaction Program can be proposed?

In this study, the Researchers will use Descriptive Quantitative Research method to assess socio-demographic profile such as age, gender, monthly income, place of residence, and educational attainment. They will use a survey questionnaire that focuses on grading the food hub that consists of 18 food stalls. The questionnaires that will be used are anchored from its variable.

Throughout the study, the researchers will gather survey questionnaires from customers through online platform – Google forms. As they fill up the required contract tracing including name, address, email address, contact number and temperature at the entrance of food park, surveys are to be asked to answer by willing customers. The link of the Questionnaires will be sent to their respective email addresses or facebook messenger. Since the food Park has a stable Wi-fi Connection, answering of surveys can be done. Gathering of data will start on the 4th week of March to 1st week of April. Cooperative staffs will help conduct the survey during business hours of food Park.

With the statistician’s professional guide, 100 numbers of customers will undergo the survey. The sampling method that the researchers will use is the Convenience Sampling. It is non-probability sampling that is used when gathering sample from the population that is conveniently available and “close to hand” to engage in the study (Saunders, Lewis & Thornhill, 2012). Ethical Considerations are one of the most important part of the research.

The researchers assure that the ethical guidelines will be strictly followed by conducting online survey together with the data gathering for the safety of researchers and respondents. All answers and any personal information of customers shall be treated with confidentiality and for academic purposes only.

4. RESULTS AND DISCUSSION

After the gathering of survey questionnaires, the researchers were able to collect data that contributed to the success of the research. By using the statistical tools and practices, it is assured that the gathered data is unbiased and is essential information. The research aimed to examine the customer satisfaction and perception in Dapip Food park in Pagsanjan, Laguna to enhance and boost their food park and to gain positive feedback. In line with this, the customers were randomly selected and surveyed to cooperate in the study.

Table 1: Demographic Profile of Respondents based on Age

Age Bracket	Frequency	Percentage
18-20	48	48.0
21-30	43	43.0
41-50	6	6.0
31-40	3	3.0
Total	100	100.0

Table 1 shows the demographic profile of respondents based on age. Ages 18-20 shows the highest percentage in the gathered survey. With that, it indicates that majority of respondents are students who are still in financial support from their parents. Second to that, ages 21-30 indicates that majority of respondents are in adult age stage that works to pay for both wants and needs.

According to Yahoo! Finance, younger consumer spends more on prepared foods than older generations, suggesting that age is a factor in how much people eat out. Based on a study, as soon as child gets older, he is growing independence including eating out with friends. Mostly, teenagers have money and decides which food they will eat. Ages 18-20 often choose food outlets that are fast to order and easy to buy, cost less and popular. (Raising child network, 2021)

Table 2: Demographic Profile of Respondents based on Gender

Gender	Frequency	Percentage
Male	62	62.0
Female	38	38.0
Total	100	100.0

Table 2 shows the demographic profile of respondents based on gender. 100 respondents were surveyed, 62 are male and 38 are female.

The table above shows that 62% of surveyed respondents are male while 38% are percentage of female. This means that visitors of Dapip Food park are mostly men. To add, it shows that males dominate the population of respondent since they are active and physically fit. They tend to engage themselves to activities, outgoings compared to the females.

According to an article of Yahoo! Finance, when it comes to gender, the men were most likely to eat out everyday than women. According to a study by University of Chicago Professor Dario Maestriperi (2021), men are most likely to identify themselves as night owls that women. They tend to dine out, hang out and free themselves from stress compare to women.

Table 3: Demographic Profile of Respondents based on Income

Income Bracket	Frequency	Percentage
Below 10,000	63	63.0
20,001 and above	18	18.0
10,001-15,000	14	14.0
15,001-20,000	5	5.0
Total	100	100.0

Table 3 shows the demographic profile of respondents based on their monthly income. Upon the survey, 63 respondents have income that is below 10,000 simply enough to afford wants and needs. A number of 18 is a total of respondents who has income that is 20,001 and above. Those are more likely to support a family's needs.

According to the article of Instapage (2020), occupation targeting is relevant since it is pointless to approach people who cannot afford the product or service. Many businesses use this information to market various tiers of the same product depending on the customers income.

Parents said that cooking at home was more expensive rather than buying food outside. They felt cooking at their houses was more costly because of the ingredients and its waste if it is not used before it went bad. Studies shows that income below 10,000 are mostly thrifty and saving money for other finances. (Patrick, Nick, et al 2013)

Table 4: Demographic Profile of Respondents based on Residence

Residence	Frequency	Percentage
Tourist/Outside Pagsanjan	67	67.0
Within Pagsanjan	33	33.0
Total	100	100.0

Table 4 shows the demographic profile of respondents based on residence. On the survey, 67 respondents are living outside Pagsanjan, Laguna. Basically, it means that majority of them are into discovering something new. To add, there are a lot of restaurants in other areas but they travel all the way to the tourist capital of Laguna to eat in Dapip Food park.

People tend to travel because there are a lot of experiences they want to try from other places. To mention, there are a lot of restaurants available outside Pagsanjan, Laguna but every food restaurant is not the same. Tourist want to experience and see a new attraction of place and try something new in a particular food park. (Jurga, 2015)

Table 5: Demographic Profile of Respondents based on Educational Attainment

Educational Attainment	Frequency	Percentage
College Undergraduate	42	42.0
College Graduate	27	27.0
High School	26	26.0
Vocational	3	3.0
Master's Degree	2	2.0
Total	100	100.0

Table 5 shows the demographic profile of respondents based on educational attainment. Based on the survey, majority of the respondents are college undergraduate. Educational Attainment influences person's perception and choices in life. It nurtures social outcomes and promotes participation in the society. Greater educational attainment makes a customer differ in terms of thinking and perception. (John Wiley and sons, 2017)

Table 6: Respondent’s Assessments in Terms of Food Product

FOOD PRODUCT	mean	stdev	interpretation	rank
Variety of menu choices	3.36	0.64	good	2
Appropriate temperature of food	3.22	0.63	good	5
Pleasing appearance of food	3.26	0.68	good	4
Flavorful food	3.36	0.64	good	3
Availability of food	3.37	0.68	good	1
Overall mean	3.31		satisfied	

4.50-5.00 Excellent 3.50-4.49 Very Good 2.50-3.49 Satisfactory 1.50-2.49 Needs Improvement 1.00-1.49 Poor

Table 6 shows that the Availability of Food is the highest rating variable in Food Product which the customers have a lot to choose from in terms of food. According to the article of Iberdrola, the availability of foods includes processing, imports, storage and food aid, which is described as a transition in the event of a local or national need.

Table 7: Respondent’s Assessments in Terms of Food Price

FOOD PRICE	mean	stdev	interpretation	Rank
Reasonable price of food	3.22	0.63	good	3
Affordable price of food	3.25	0.63	good	2
Serving size is reasonable to its price	3.20	0.65	good	4
Discounts / Promos	2.93	0.81	good	5
Good value for money	3.30	0.66	good	1
Overall mean	3.18		good	

4.50-5.00 Excellent 3.50-4.49 Very Good 2.50-3.49 Satisfactory 1.50-2.49 Needs Improvement 1.00-1.49 Poor

Good Value for Money is the highest rating variable in terms of Food Price. The food in Dapip Food Park has meals being provided onsite that has a great deal of money. According to Small Business (2020), Value pricing is one of the most common pricing techniques for food restaurants. Customers see price as the main measure of a product’s worth. When a business increases the benefits of a commodity while keeping or lowering the price it is also considered as value pricing.

Table 8: Respondent’s Assessments in Terms of Services

SERVICE	mean	stdev	interpretation	Rank
Efficiency of service	3.28	0.65	good	3
Friendliness of staff	3.38	0.63	good	1
Accuracy of orders	3.30	0.66	good	2
Hours of operation	3.19	0.73	good	4
Speed of service	3.07	0.73	good	5
Overall mean	3.24		satisfied	

4.50-5.00 Excellent 3.50-4.49 Very Good 2.50-3.49 Satisfactory 1.50-2.49 Needs Improvement 1.00-1.49 Poor

The respondents gave ‘Satisfied’ in terms of Services. The highest rating variable in Services is the Friendliness of Staff. It indicates that the staffs in Dapip Food Park have a favorable attitude towards the customers.

According to Adrian Swinscoe (2011), Rather than sales skills, staffs are selected for their passion and friendliness. Their winning strategy includes a strong emphasis of friendliness. They invite everybody, both customers and employees to tell them how they can improve by soliciting positive and negative reviews.

Table 9: Respondent’s Assessments in Terms of Cleanliness

CLEANLINESS	mean	stdev	interpretation	Rank
Counter areas	3.38	0.63	good	1
Eating areas (tables, chairs)	3.24	0.73	good	3
Restroom	2.86	0.92	good	5
Served food	3.32	0.62	good	2
Parking area	3.03	0.78	good	4
Overall mean	3.17		satisfied	

4.50-5.00 Excellent 3.50-4.49 Very Good 2.50-3.49 Satisfactory 1.50-2.49 Needs Improvement 1.00-1.49 Poor

In terms of Cleanliness, Table 9 shows the Counter Areas has the highest rank in terms of Cleanliness. The counter areas shows that the staffs clean them regularly since different people made contact to the counter where they serve, pay or order their food.

According to EDIS New Publications RSS (2018), cleaning and sanitizing food contact surfaces removes food nutrients that bacteria would grow, as well as kills any bacteria present. It is important that all staff involved have a working knowledge of the origin of various forms of food soil as well as the process of their removal.

Table 10: Respondent’s Assessments in Terms of Dining Environment

DINING ENVIRONMENT	mean	stdev	interpretation	Rank
Location	3.24	0.67	good	5
Layout of the facility	3.35	0.66	good	3
Appearance of staff	3.30	0.75	good	4
Relaxed atmosphere or ambience	3.45	0.69	good	1
Comfort	3.37	0.72	good	2
Overall mean	3.34		satisfied	

4.50-5.00 Excellent 3.50-4.49 Very Good 2.50-3.49 Satisfactory 1.50-2.49 Needs Improvement 1.00-1.49 Poor

Table 10 shows the highest rank is the Relaxed Atmosphere or Ambiance. The customers like the pleasing décor and a pleasant environment of the food hub. It is not just the food when a person goes out to eat but it is an actual experience that counts.

According to The Balance Small Business, the physical features of a store that are used to build an appearance is to attract customers referred to as atmosphere. It has a direct impact on the customer experience and public perception of the brand.

Table 11: Significant difference between the respondent’s age and assessment if their satisfaction in Dapip Food Park in Pagsanjan

Age	F-value	P-value	Interpretation	Decision
Food Product	.943	.423	There is no significant difference	Failed to reject Ho
Food Price	2.516	.063	There is no significant difference	Failed to reject Ho
Service	1.497	.200	There is no significant difference	Failed to reject Ho
Cleanliness	5.973	.001*	There is a significant difference	Reject Ho
Dining Environment	3.078	.031*	There is a significant difference	Reject Ho
Overall	2.737	.048*	There is a significant difference	Reject Ho

Not significant if P-Value > 0.05 Significant if P-Value < 0.05

Table 11 shows that there is no significant difference in the assessment of respondents on Food product, Food price, and Service in their satisfaction in Dapip Food Park. The null hypothesis has no significant difference are failed to reject ho, since, the F-values of .943, 2.516, and 1.497, have P-values greater than 0.05 in the null hypothesis. On the other hand, when respondents were grouped by age there is a significant difference in Cleanliness and Dining Environment in their opinions. The F-value of 5.973 and 3.078 has a P-value less than 0.05, as a result, the opinion is Reject Ho. There is a significant difference in the overall assessment of the respondents of Dapip Food Park when group by age. Since the f-value of 2.737 has P-value has less than 0.05, the null hypothesis of significant difference is reject Ho. It shows that the respondents aged 50 and below gave different assessment in age group in Dapip Food Park.

According to an article of Big hospitality (2015), people’s tastes were becoming more traditional as they become older, with older people they are less likely to try new dishes on the menu.

Table 12: Significant difference between the respondent’s gender and assessment if their satisfaction in Dapip Food Park in Pagsanjan

Gender	F-value	P-value	Interpretation	Decision
Food Product	.195	.660	There is no significant difference	Failed to reject Ho
Food Price	2.141	.147	There is no significant difference	Failed to reject Ho
Service	1.409	.238	There is no significant difference	Failed to reject Ho
Cleanliness	.579	.448	There is no significant difference	Failed to reject Ho
Dining Environment	.599	.441	There is no significant difference	Failed to reject Ho
Overall	1.211	.274	There is no significant difference	Failed to reject Ho

Not significant if P-Value > 0.05 Significant if P-Value < 0.05

Table 12 shows that there is no significant difference in the assessment of respondents in satisfaction on Food Product, Food Price, Service, Cleanliness and Dining Environment in Dapip Food Park when grouped by Gender. Since the t-values of 0.195, 2.141, 1.409, 0.579 and 0.599 have P-values greater than 0.05, the null hypothesis of no significant difference is failed to reject H_0 . It means that male and female respondents gave the same assessment of Dapip Food Park in terms of Food Product, Food Price, Service, Cleanliness and Dining Environment. Similarly, when grouped by Gender, there is no substantial difference in overall assessment of Dapip Food Park. Since the T-value of 1.211 has a P-value greater than 0.05. This indicates that male and female respondents gave the same assessment in Dapip food park.

According to Health psychology, men take in more calories than women, and the males and females eat in different ways, indicating that women have been socialized to eat in more feminine manner. Women are more likely than men to have food-related conflict because they like fattening foods but feel they should not consume them.

Table 13: Significant difference between the respondent's income and assessment if their satisfaction in Dapip Food Park in Pagsanjan

Income	F-value	P-value	Interpretation	Decision
Food Product	2.801	.044*	There is a significant difference	Reject H_0
Food Price	.634	.595	There is no significant difference	Failed to reject H_0
Service	.155	.927	There is no significant difference	Failed to reject H_0
Cleanliness	1.593	.196	There is no significant difference	Failed to reject H_0
Dining Environment	1.357	.260	There is no significant difference	Failed to reject H_0
Overall	0.178	.911	There is no significant difference	Failed to reject H_0

Not significant if P-Value > 0.05 Significant if P-Value < 0.05

Table 13 shows there is no significant differences in the assessment of respondents on food price, service, cleanliness, and dining environment of Dapip food park when grouped by Income. Since, the f-values of 0.634, 0.155, 1.593 and 1.357 have P-value of greater than 0.05, the null hypothesis of no significant difference is failed to reject H_0 . On the contrary, the assessment of the respondent on the Food product when grouped by Income has a significant difference. The F-value of 2.801 has a P-value less than 0.05, therefore the decision is reject H_0 . It signifies that respondents grouped by income gave the different assessment of Dapip Food park regarding on food price, service, cleanliness, and dining environment. The respondents from the low class, middle class and high class has different assessment of Dapip food park. There is no significant difference in overall assessment of the respondents since, the F-value of 0.178 has p-value of greater than 0.05, the null hypothesis of no significant difference is failed to reject H_0 .

Granted, the food that a person prepare at home can not be identical. It is sometimes worth it to splurge on a professional-prepared meal. People go out to eat variety of reasons: to socialize, to celebrate, to try something different and to unwind from their hectic lives. However, eating out often for the sake of convenience, it can save a lot of money by cooking at home (moneyunder30).

Table 14: Significant difference between the respondent's residence and assessment if their satisfaction in Dapip Food Park in Pagsanjan

Residence	F-value	P-value	Interpretation	Decision
Food Product	.446	.506	There is no significant difference	Failed to reject H_0
Food Price	.003	.953	There is no significant difference	Failed to reject H_0
Service	.682	.411	There is no significant difference	Failed to reject H_0
Cleanliness	.246	.621	There is no significant difference	Failed to reject H_0
Dining Environment	.162	.688	There is no significant difference	Failed to reject H_0
Overall	.020	.889	There is no significant difference	Failed to reject H_0

Not significant if P-Value > 0.05 Significant if P-Value < 0.05

Table 14 shows that there is no significant difference in the assessment of the respondents in terms of food product, food price, service, cleanliness and dining environment of Dapip food park when grouped by Residence. Since the F-value of 0.446, 0.003, 0.682, 0.246 and 0.162 have P-values greater than 0.05, the null hypothesis of no significant difference is failed to reject H_0 . It signifies that the respondents coming from Laguna and outside Laguna gave the assessment of Dapip Food Park regarding the Food product, food price, service, cleanliness and dining environment. There is no significant

difference in the overall assessment of the respondents of Dapip food park when grouped by origin. Since, the f-value of 0.020 has a p-value greater than 0.05, the null hypothesis of no significant difference is failed to reject H_0 . This indicates that the respondents within Laguna and outside Laguna gave the same assessment of Dapip Food Park.

According to T.A Brunner (2016), convenience food is a big food trend. Convenience foods save time and money while still compensating for a lack of culinary skills.

Table 15: Significant difference between the respondent’s educational attainment and assessment if their satisfaction in Dapip Food Park in Pagsanjan

Educational Attainment	F-value	P-value	Interpretation	Decision
Food Product	1.975	.105	There is no significant difference	Failed to reject H_0
Food Price	2.977	.023*	There is a significant difference	Reject H_0
Service	6.727	.000*	There is a significant difference	Reject H_0
Cleanliness	4.292	.003*	There is a significant difference	Reject H_0
Dining Environment	9.472	.000*	There is a significant difference	Reject H_0
Overall	6.282	.000*	There is a significant difference	Reject H_0

Not significant if P-Value > 0.05 Significant if P-Value <0.05

Table 15 shows that there is a significant difference in assessment of respondents on Food Price, Service, Cleanliness and Dining Environment when grouped by Educational Attainment. Since the F-values of 2.977, 6.727, 4.292 and 9.472 have P-values less than 0.05, the null hypothesis of significant difference is reject H_0 . On the other hand, when the respondents were group by educational attainment there is no significant differences in Food Product in their opinions. Since the F-value of 1.975 and the P-value is greater than 0.05, the null hypothesis is failed to reject H_0 . There is a significant difference in the overall assessment in Dapip food park when grouped by Educational Attainment since the F-value of 6.282 has p-value less than 0.05, the null hypothesis of a significant difference is reject H_0 .

According to an article of Centre for Diet and Activity Research, our personal attributes, as well as our social and economic circumstances affect the types and amounts of foods we consume. Dietary habits are influenced by factors such as income and educational attainment.

5. CONCLUSION

Based on the results, it shows that most of the respondents of Dapip Food Park are College Undergraduate, primarily composed of males that are within the age of 18-20 years old. It also shows that most of the customers of food park are from other places and resides not within the vicinity of Pagsanjan, Laguna. In line with the interpretation of the level of satisfaction rated by the customers, it shows that Food product, Food price, service, Cleanliness and Dining environment have an interpretation of “Satisfied”.

In identifying the significant difference in level of satisfaction of customer according to demographic profile, the researchers identified their age and educational attainment to have shown the significant difference. Meanwhile, gender, residence and income did not show the study any significant differences.

Ages 18-20 years old is the age bracket who are most likely to visit the food park to spend time with friends. Furthermore, the researchers conclude that age and educational attainment are the only significant factor in level of satisfaction of respondent of Dapip food park when grouped according to demographic profile. It shows that ages 18-20 years old tend to enjoy their unique vibe and their services eating their food. Upon the results, the researchers were able to come up with a customer satisfaction program that can be adapted by Dapip Food park in Pagsanjan, Laguna and any other food parks. With the satisfaction program, it will surely help improve the restaurant as well as their quality of service to customers that will fall into better customer satisfaction.

The researchers recommend the food park that they should be focus more on customers even though the food park is jam-packed with customers. Utilizing quantitative research design to gather more data is also recommended by the researchers for future studies. Lastly, the researchers recommended to conduct a study using the same framework they used among other food park within the same area.

The food stalls inside the Dapip Food park sells their product with a affordable and reasonable price with a good quality. For the environment of food park, the food establishment should provide an amusing concept worthy for the food park. Although surveys shows that customers enjoy the service and products they offer, it is important to provide quality, efficient and affordable products. The researchers suggest a roadmap of activites since the food park’s survey shows it is lacking in parking area and has a dullness of ambiance.

The researchers will provide their recommendation to the Dapip Food park that us based on the results and findings in the study. First is to provide more entertainment that will surely enjoy and benefit the customers. Second, provide the customers an activity not only for the teenagers but also to the adults and above. Third, food park should provide fun and safe events that can attract customers. Fourth is to re-furnish or renovate the food park to a new level. Fifth, give discounts to Senior citizens, students and disabled. Sixth, enhance the parking system and a lot more spaces. Lastly, provide coupons to customers that they will surely enjoy and will keep them back.

ROAD MAP OF ACTIVITIES

Specific Objective	Activity	Time Frame	Implementing Bodies	Result	Budget
1. Provide more entertainment	Active live band gigs	4 weeks	The Management of Dapip Food park	The food park will be lively and will attract customers	PHP 25,000
2. Provide an antivity for everyone	Board games, Karaoke, video games	3 weeks	The Management of Food park	The customers will definately enjoy their time spent with friends	PHP 20,000
3. Provide fun and safe events	Dapip Food park Art competition, add facebook live events	2 weeks	The owner and the management	It will attract customers and gain positive feedback	PHP 20,000
4. Re-furnish or Renovate	Redesign the food park layout and food stalls	1 month	The management, an architect and an engineer	Customers will be curious what is new leading to visit the food park	PHP 100,000
5. Provide discounts	Food stalls should provide a less price prior to the 10% discounts on Seniors, students and disabled.	3 weeks	Food stalls’ owner	Food park can attract customers due to its discounted price	-
6. Enhance the parking area	Expansion of parking area for customers	3 weeks	The management and engineer	Easy and spacious parking for customers	PHP 70,000
7. Provide coupons	Food stalls should provide a PHP 50 to 500 coupons, as well as buy 1 take 1 at time	Every month	Food stalls’ owner	Coupons and promos can attract customers	PHP 20,000

The Road map of activites is a proposal of the researchers to Dapip Food park. It is a innovative customer satusfaction prgoram that will surely satisfy customer’s expectation. People tend to draw to the things they relate to emotionally. The fastest and most efficient way to establish a connection with a customer is to entertain them. (Baltimore, 2019) This is an element in putting across the benefits to the customers. In line with that, it encourages customer to visit and buy at food park due to its coupons, promotions and new enviroment.

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