



NATIONAL COLLEGE OF BUSINESS AND ARTS

CENTER FOR GRADUATE STUDIES IN BUSINESS & MANAGEMENT

MASTER IN PUBLIC ADMINISTRATION ★ MASTER IN BUSINESS ADMINISTRATION

THE COMPARATIVE LEVEL OF SATISFACTION IN RELATION TO CUSTOMER SERVICE BETWEEN JOLLIBEE & MCDONALD'S

A Thesis

Presented to the Faculty of the Center for Graduate Studies

NATIONAL COLLEGE OF BUSINESS & ARTS

In Partial Fulfillment of the Requirements for the Degree

Master of Business Administration

(Human Resource Management)

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By

KATHRINA A. GADAIS

2004



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APPROVAL SHEET

This thesis entitled "**The Comparative Level of Satisfaction in Relation to Customer Service between Jollibee & McDonalds**", in partial fulfillment of the requirements for the degree of Master in Business Administration major in Human Resource Management, prepared and submitted by **KATHRINA ABRERA GADAIS**, is hereby recommended for acceptance and approval for oral examination.


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ABSTRACT

Title : THE COMPARATIVE LEVEL OF SATISFACTION IN
RELATION TO CUSTOMER-SERVICE BETWEEN
JOLLIBEE AND MCDONALD'S

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Date : August 2004

The researcher focuses on the Customer Satisfaction in relation to customer-service of Jollibee and McDonald's. This includes the following questions:

1. How often do you eat at Jollibee and McDonald's?
2. What is the level of satisfaction of the customers in relation to its customer-service?
3. What are the common problems encountered with regard to the service rendered?
4. What are their suggestions for improvement of the customer-service?

The descriptive type of research was the appropriate method used in evaluating the level of satisfaction of the customers of Jollibee and



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McDonald's in relation to customer-service. The method used was very much suited in the study because all information that was given to the researcher were described, measured and analyzed. The main instrument that was used to gather necessary information in this study were the survey questionnaires that were distributed to the 100 randomly selected HRM students at NCBA Fairview who are usually regular customers of both Jollibee and McDonald's. A set of questionnaire consisting of four parts was prepared and distributed. The responses for every single item in the questionnaire were tallied and classified accordingly. Percentage and mean values were computed, ranked from highest to lowest and prepared the tables.

Summary of Findings

When it comes to the profile of the respondents according to gender, age and year level. Result of the study showed that the most of the respondents were mostly female, which was fifty-six percent (56%) of the total respondents while there were forty-four percent (44%) male respondents in the study. When it comes to the distribution of respondents according to age, twenty-two percent (22%) of the respondents are in the age of nineteen years old, followed by twenty-one percent (21%) for the age of seventeen who are mostly first year students, while nineteen percent (19%) are in the age of twenty years old, seventeen percent (17%) who are in the age of eighteen years old and twelve percent (12%) are in the age of twenty-two years old and



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above. All of the respondents in the study are hotel & restaurant management students. When it comes to the distribution by year level, most of the respondents are in the 2nd year level composing of thirty percent (30%) of the whole respondents, twenty nine (29%) are 1st year freshmen, followed by twenty two (22%) for 3rd year level and by the 4th year level students composing of nineteen percent (19%) of the total respondents in the study.

The respondents wrote different times of their visits at the two food service establishment. About the comparison on how often the respondents eat at either of the two establishment, Jollibee had forty one (41%) for twice a week, thirty five (35%) for once a week, nineteen percent (19%) for thrice a week & five percent (5%) for everyday while at McDonald's thirty nine (39%) for twice a week, thirty six (36%) for once a week, eighteen percent (18%) for thrice a week and seven percent (7%) for everyday. This only shows that Jollibee & McDonald's are very popular dining place for the HRM students because they patronized both of the fast food establishments. When it comes to comparison on how often the respondents eat at either of the two food service establishments the answer that they gave was very close to each other. Most of the students eat at either of the two foodservice establishments at least twice a week. Students usually visit these fast-food restaurants with their friends and classmates in school, some of them made their on schedules on what day they will eat on the said restaurants and some of them will eat at either Jollibee or McDonald's alternately. On the comparison of when do the



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respondents usually eat at either of the two establishment It shows that Jollibee has fifty six percent (56%) for lunch, thirty seven percent (37%) for break-time or merienda, four percent (4%) for dinner & only three percent (3%) for breakfast while at McDonald's fifty three (53%) goes to lunch, forty three (43%) for break-time, three percent (3%) for breakfast & one percent (1%) for dinner. It only shows that most of the respondents eat during lunchtime ranked as number 1 to both of the two fast food restaurant. The students usually went out for lunch after their classes on the morning session and these fast-food restaurants are the most popular dining places for them. On what made the respondents decide to eat at either of the two establishments, it shows that Jollibee has fifty three percent (53%) result for all of the above, twenty four percent (24%) for accessibility, fifteen percent (15%) for good service & eight percent (8%) for affordability while at McDonald's forty nine (49%) answered all of the above, twenty three percent (23%) for accessibility, nineteen percent (19%) for good service and nine percent (9%) for affordability. Jollibee leads only four percent higher compare to McDonald's when it comes to the category all of the above as answered by the respondents. For most of the students both of the establishment are providing affordability, good service and accessibility so almost half of the total respondents are satisfied with the answer all of the above.

When it comes to the level of satisfaction of the customers in relation to its customer-service. In Jollibee, the respondents are satisfied when it comes to the customer level of satisfaction with the total weighted



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mean of 3.73. In McDonald's, it was found that the respondents are also satisfied with the total weighted mean of 3.65. Sanitation was ranking number one from both of the two foodservice establishments with the weighted mean of 4.12 (satisfied) for Jollibee and 4.09 (satisfied) for McDonald's. While the least ranked was the cleanliness when it comes to tables with the weighted mean of 3.35 (fairly satisfied) for Jollibee and cleanliness when it comes to comfort with the weighted mean of only 3.26 (fairly satisfied) for McDonald's.

The common problems encountered with regard to the service rendered. By ranking the answers of the respondents, according to them unclean dining area was the common problem that they encounter at Jollibee with the lowest weighted mean of 3.86 (not serious). While at McDonald's unsanitized or unclean comfort room was the common problem that they experience that has the lowest weighted mean of 3.60 (not serious).

Suggestions for improvement that would ensure continuous patronage to the food establishment were also asked. To offer fast and efficient service was ranked as number one suggestion by the respondents for Jollibee with the weighted mean of 4.50 (very urgent), it was followed by providing more security as second with the weighted mean of 4.43 (urgent), providing clean and sanitized dining areas ranked as third with the weighted mean of 4.42 (urgent), fourth was the providing of clean & sanitized comfort rooms with the weighted mean of 3.79 (urgent), then followed by providing more service crew with the weighted mean 2.20



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(not urgent) ranked as fifth, sixth for providing good air-conditioning with the weighted mean of 1.93 (not urgent) and lastly by providing more chairs and tables with the weighted mean of 1.50 (not urgent). In McDonald's, offering fast & efficient service and providing superior security ranked are both tie as number one suggestions for the respondents with the weighted mean of 4.55 (very urgent), providing cleaned & sanitized dining areas was ranked as number three with the weighted mean of 4.53 (very urgent), providing clean & sanitized comfort rooms was also ranked as fourth, then followed by providing more dining chairs and tables ranked as fifth with the weighted mean of 2.20 (not urgent), more service crew was ranked as sixth with the weighted mean of 1.90 (not urgent) and last but not the least was providing good air-conditioning with the weighted mean of 1.87 (not urgent).

Conclusion

Based on the findings of the study, the researchers conclude that:

Both Jollibee and McDonald's fast-food restaurants are highly patronized by the hotel and restaurant management students of National College of Business and Arts. Most of the respondents eat at these fast-food restaurants at least twice a week, mostly during lunchtime and they decided to eat there because of its accessibility, good service and affordable price.

Moreover, students are satisfied when it comes to the level of customer satisfaction in relation to customer-service provided by both of



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the two foodservice establishments Jollibee and McDonald's. The sanitation or cleanliness was first when it comes to ranking the level of their satisfaction. Students are more comfortable to go in fast-food restaurants like Jollibee and McDonald's because they see that these stores are practicing standardized sanitation procedures that are very important to health.

Unclean dining area and lack of service crew are some of the common problems encountered by the respondents when dining at Jollibee. Due to many customers dining at Jollibee, sometimes the number of service crew was not enough to provide fast and quality service to the customers. While at McDonald's unsanitized or unclean comfort room and unclean dining area are the common problems. The reason for these was lack of monitoring to clean the comfort rooms and dining area.

Fast and efficient service, providing superior security and clean dining areas are the suggestions for improvement that will ensure the continuous patronage of the respondents to both of the food service establishments Jollibee and McDonald's. They chose Jollibee and McDonald's restaurants not only for its popularity but also because of its customer service that adapts to every student needs.

Recommendation

Based from a careful review of the findings and analysis of data, the researcher came out with the following recommendations that could



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serve as a guideline for the continuous improvement of the foodservice at Jollibee and McDonald's.

1. They must continue to maintain fast & efficient service and to comply with their standards to protect their image because as we all know Jollibee and McDonald's had already established its name in the foodservice industry.
2. Jollibee and McDonald's must always see to it that their dining areas are always clean. They should spend more time cleaning the dining area to avoid customers from having eye distractions and to erase the doubts of customers whether they are eating in a safe place or not.
3. The management should observe whether their store needs more service crew in the operation. Lack of service crew leads to delay service and that's not what fast-food restaurant should be.
4. The service crew must continue to be always alert and attentive to the needs and wants of their customers. They must be consistent on providing friendly, courteous and helpful service to customers.
5. Always provide clean and sanitized comfort room to your customers. The management must always see to it that the comfort rooms smells and looks fresh every time the customers used it.
6. Create more promos and services that can attract the students to eat at your food stores more often.



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