

Customer Feedback at Saint Lawrence Food Hub by Goldda in Rafols Street, Poblacion, Toledo City, Cebu

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Abstract:

The investigation of this paper is Customers Feedback at St. Lawrence Food Hub by Goldda in Rafols Street Poblacion Toledo City. For in-depth understanding of the problem, 12 respondents were closely interviewed using the open-ended questions, by Case Study Qualitative Research Design the researchers sought to find answers to the questions. Respondents' availability and convenience were chosen purposely by the researchers. The findings of the basement revealed that 1.) Participants were most likely to visit or they were willing to visit the food hub since their expectations met with the food. Furthermore, a few of them have been eaten since it was established (1993). Lastly, the food hub is convenient where their satisfaction and loyalty is in the food hub since some of them are visiting oftenly and a few respond in a state of rarely visiting. However, few of them are hesitant to visit because of changing food tastes; 2) Rarely few of them like all the variety of foods and some are depending on their moods what to eat and also snacks such as banana cake, empanada are rarely responded to. And some answers are the variety of soup which is beef soup, pork soup and chicken soup. Also roast dishes and chicken dishes. Most responses they wanted are tender pork, spring rolls and pork chop. Those answers determined the good taste dishes at the food hub by the answers of participants; 3) Few participants' responses are about rude or unapproachable staff, tastelessness is being felt by the participants, service is working slow or not totally agree and can't explain the service and did not practice on first come, first serve. However, several participants had satisfied answers of the insight in food quality and service. These participants' statements are; (a) Totally satisfied with the service and food quality and; (b) A worthwhile experience in eating the variety of foods or content fulfilment because it is delicious; 4) Most of the participants answered that they are willing to recommend the food hub because the deliciousness of the variety of foods are worth it. Some of them also responded that their service is good and it's convenient for them. And a few of them answered that it is a clean establishment and affordable for their budget. In addition, there are also participants who answered that there is no need to recommend because their friend or colleagues are also an eater at the food hub. However, there are also participants who answered that they can't recommend it due to its untasteful food and high price; 5) For instance, participants suggest expanding the spacing of the establishment. Moreover, cleanliness and sanitation management, concerns about managing hospitality towards customers to increase customers. And also good customer service are some of their responses. Furthermore, maintaining the food taste and decreasing high prices to get more customers. Lastly, most suggestions are to continue the particular situation such as good service since they are already satisfied. The study concluded that the management should hear the complaints of the customers for their improvement and recommended that the customers should be treated fairly in their restaurant by giving best service and high quality of food at affordable prices.

Keywords: Customer complaints, restaurant management, food service

Introduction:

The entire business organization pursues better services or products. Customer satisfaction is crucial for business growth and development. Farooq & Salam (2018) state that customer satisfaction measures service performance as meeting or exceeding expectations. Since customers are involved in its success, without them, it will never fulfill or build. In particular, the customer plays an essential role in the health of one's business. In Kenton (2021), customers are held as important because they drive revenues; without them, businesses cannot continue to exist.



Customers are searching for good service that meets their satisfaction and expectations. Kenton (2021) defined a customer as an individual or business that purchases another company's goods or services.

Customer feedback is information customers provide about their experiences with products or services, including quality, pricing, customer service, packaging, and wait times. Medallia (2022): Customer feedback is the verbal or written communication from your customers expressing how they feel about your brand, your products, and/or the service they received from your team. It can be obtained through surveys, online review platforms, social media, and interactions. Roldós (2021) The following are ways to collect feedback through surveys, emails, interviews, and focus groups, social media, website analytics, and free-text feedback. Feedback is classified into two (2) categories: positive and negative feedback. Positive feedback reinforces positive aspects of actions or performances, encouraging and motivating individuals or organizations to continue their actions or behaviors. While negative feedback identifies areas for improvement and issues in an individual or organization, it also aims for personal or organizational growth and development. According to the Albert Team (2023) Positive feedback occurs to increase the change or output: the result of a reaction is amplified to make it occur more quickly. Negative feedback occurs to reduce the change or output: the result of a reaction is reduced to bring the system back to a stable state.

Positive and negative feedback in a business can have different impacts on that business. Positive feedback is beneficial as it can boost customer satisfaction and loyalty, increase employee morale, and increase brand reputation. Positive feedback helps motivation, boosts confidence, and shows people you value them. It helps people to understand and develop their skills. And all this has a positive impact on individual, team, and organisational performance(Marsh, 2019). Furthermore, negative feedback, traditionally seen as a negative aspect of business conduct, can still have some benefits for businesses because it highlights areas for improvement, builds trust and credibility, and demonstrates value for the customer experience. Negative feedback might be the single most valuable thing you can receive. No one is perfect; everyone has things they can improve on. And even though they might not tell you, chances are that your friends and family are aware of the ways in which you could improve. Instead of ignoring the reality of our imperfection, we should consider our mistakes as opportunities to grow. One way to do this is to seek negative — and constructive — feedback from others. The problem is that no one actually likes doing this (Pfeiffer, 2017). Lastly, customer feedback is vital for businesses to understand opinions, needs, and preferences and enhance products, services, and the customer experience, leading to increased loyalty and satisfaction.

The Food Hub by Godda of Toledo City, Cebu (St. Lawrence) is under-observed by the researchers, with satisfactory and unsatisfactory feedback by the customers, including from their food quality and service. Customers' main grievance, according to the Food Hub owner, is that they aren't amused right away at lunch and have a long line (Delfin, 2023). Managing complaints is significant to one's business since it is for the improvement and development of business progress.

The researchers' aim in this study is to provide a clear understanding of and investigate the customer feedback that was only obtained through actual feedback interviews in one of the Food Hub by Godda in Toledo City. The researcher is willing to conduct this study to improve customer satisfaction, identify areas for improvement, enhance customer loyalty, gain a competitive advantage, and increase revenue. By those, researchers have a suggestion or recommendation since conducting this study is crucial. The researchers' will use a qualitative strategy to gather information for the study that is being conducted. The crew and the entrepreneur of Saint Lawrence Food Hub by Godda, Poblacion, Toledo City, would benefit from the results of the study.

Literature Review:

Several articles that can be found online and from printed materials discussed about the importance and management of customer feedback. For example, Olmstead (2019) stated that "having a great restaurant and serving great food at competitive prices is no longer enough. Your customers want more, so you need to meet and exceed their expectations. Without that, you'll struggle to earn their loyalty, deal with a bad reputation, and you'll eventually lose them. In order to prevent those, collecting customer feedback is important because it can improve customer service, make better business decisions, meet their ever-changing needs, improve brand perception and improve brand loyalty."

In addition, Cleave (2022), states that "The variety of collecting customer feedback obviously it will depend a bit on your size and the sorts of products and services your business delivers. However, a large or reasonably sized organisation could expect to collect customer feedback across some of the key areas which are product feedback, usability tests, focus groups, customer interviews, customer reviews, product surveys, consumer panels, feature requests, product survey, feature requests section on your website, support tickets, conversations with customer support teams, customer surveys, digital options, complaints, key customer metrics and sales feedback.

Ciotti (2022) explained that "by preparing ahead of time, maintaining appropriate positivity ratios, and framing feedback as temporary, specific, and external, you can arm yourself with ways to handle the negativity so you can address customer complaints efficiently and use them to create loyal customers."

Philnews.com (2021) reported that "Aristocrat Restaurant managed contamination complaints and then they took the necessary action immediately by replacing the order at no charge and conducting an immediate investigation into the matter."

Macaranas-Dojillo (2023) also reported that "at WANTUSAWA takes customer feedback and reviews very seriously and always strive to provide freshly prepared meals while adhering to critical safety and health standards; they also have addressed each issue in a timely fashion requiring the necessary details in a fair and scientific manner."

Suralta (2022) told the Philippines News Agency that "we advise traders to deliver as promised or as agreed with their customers, especially on quality and delivery time in order to avoid complaints from customers."

Furthermore, Gerber (2023) states that "Implementing Service Recovery presents your company with many potential benefits such as increasing customer satisfaction, generating a loyal customer base, creating brand ambassadors, avoiding losing potential customers, side-step profit losses and trouble-shooting service failures."



Lastly, Bruce (2022) explained that "positive 5-star reviews increase client confidence, increase interest in products/services, and facilitate customer engagement, ultimately driving business growth. While negative reviews negatively impact a business's prestige, credibility, and trustworthiness, with 86% of customers hesitant to buy from companies with no or many negative reviews. Single or three negative reviews can drive away 59% of customers, negatively impacting revenue."

There are also several studies published online and in printed materials that explain how businesses manage conflict. For instance, Johnson & Karley (2018), it revealed that "responsiveness, empathy and assurance are influential to customer satisfaction. Price of service is the most influential variable on customer satisfaction. The digitalization of taxation services fosters the likelihood of taxpayers paying their taxes on time and consistently."

In the study of Ardani, Rahyuda, Giantari, & Sukaatmadja (2019) discovered that "service quality is the most important antecedent of satisfaction in tourism. Meanwhile, the consequences are mainly characterised by loyalty. Nevertheless, the relationship between customer satisfaction and loyalty does not always seem so linear, as there are customers who revisit the tourist destination, while others prefer to visit new destinations despite being satisfied."

In addition, Prasilowati, Suyanto, Safitri & Wardani (2020) concluded that "the variables price and sales promotion significantly affect customer satisfaction, as well as service quality, which is the mediating variable in this study. Service quality indirectly or partially can mediate the effect of price on customer satisfaction."

Moreover, Balinado, Prasetyo, Young, Persada, Miraja, & Redi (2021) noted that "there is a significant relationship between customer satisfaction and the two dimensions of reliability and empathy, while tangibility, responsiveness, and assurance seemed to have less of an effect on customers."

Likewise, Grace, Girsang, Simatupang, Candra & Sidabutan (2021) discovered that "product quality and consumer satisfaction have a positive and significant effect either partially or simultaneously on consumer loyalty Mandiri Jaya Mobil Pematangsiantar. This shows that the quality of a product is able to provide confidence for consumers because consumers today really want products that have good quality, are not easily damaged, as well as if consumers are satisfied it will produce a positive impression for consumer loyalty, because satisfied consumers will definitely come back to buy another time. They suggested that the company should always maintain the quality of the products and services it produces, it is very useful for the survival of the company to further strive optimally to produce consumers who have high loyalty while maintaining what are the company's advantages."

Also, Andaleeb & Conway (2022) said that "the regression model suggested that customer satisfaction was influenced most by responsiveness of the frontline employees, followed by price and food quality (in that order). Physical design and appearance of the restaurant did not have a significant effect."

Furthermore, Khoo (2022) reported that "service quality has a significant positive influence on corporate image and customer satisfaction. Corporate image does not have a significant influence on revisit intention but has a significant positive influence on word of mouth. Furthermore, customer satisfaction has a significant positive influence on revisit intention and word of mouth. The mediation effect of corporate image and customer satisfaction is also found to be significant for most of the relationships."

Zygiaris, Hameed, Alsubaiel and Rehman (2022) found out that "empathy, reliability, assurance, responsiveness, and tangibles have a significant positive relationship with customer satisfaction. They suggested that it is critical for workshops to recognize the service quality factors that contribute to customer satisfaction. Findings also suggest that empathy, assurance, reliability, responsiveness, and tangibles contribute to customer satisfaction."

Apfiasari & Rimawan (2023) noted the five factors that "make up service quality may improve customer satisfaction and loyalty: (a) Attitude, (b) Speed of Employee in Serving; (c) Troubleshooting; (d) Courtesy, and (e) Concern. This study found that all components of Service Quality have been in exemplary implementation and need to be maintained. The researcher suggests that further research should add other exogenous variables considering that service quality can explain customer satisfaction by 42.1%. Meanwhile the customer satisfaction and service quality may describe customer loyalty by 42.1%. 1. The researcher suggests to the hotel management to pay attention to the Service Quality factor, especially through a lot. But despite those trials and challenges, you remain to be with us. Now that we are in the new generation, I'd like to invite you again- to support and trust St. Lawrence Foodhub and our services to be part of your daily experience!". The food is home-cooked food, it can serve authentic filipino and cebuano foods and also the food hub by goldda has a variety of snacks where the customers can dine-in or take out their orders. Also bakes personalized cakes and pastries for all types of occasions. For preferences, they also

Lastly, Ngo & Nguyen (2023) concluded that "service quality and customer satisfaction are important antecedents of customer loyalty and customer satisfaction mediates the effects of service quality on customer loyalty. These findings suggest that there are non-linear relationships between three constructs and emphasise the need to treat customer loyalty management as a process which includes plenty of factors interacting with each other."

Methodology:

The study will be conducted in the Saint Lawrence Food Hub by Goldda, situated on Rafols Street, Poblacion, Toledo City, Cebu. The Saint Lawrence Food Hub by Goldda has been open since 1993, but nowadays it's a new-generation Food Hub in between the Cebuana Lhuiller and Lola Luz Bakeshop, at Rafols Street, Poblacion, Toledo City, Cebu. According to the Food Hub owner during their opening and blessings "you have been with us since 1993 and we've been through a lot. But despite those trials and challenges, you remain to be with us. Now that we are in the new generation, I'd like to invite you again- to support and trust St. Lawrence Foodhub and our services to be part of your daily experience!". The food is home-cooked food, it can serve authentic filipino and cebuano foods and also the food hub by goldda has a variety of snacks where the customers can dine-in or take out their orders. Also bakes personalized cakes and pastries for all types of occasions. For preferences, they also



have summer drinks and desserts like halo halo. Furthermore, customers can visit their food hub or message them on social media at their Facebook page, where they can make reservations and book orders.

Research Respondents

The study will include twelve customers as a focus group. These respondents must have been eaten more than a month ago. They will be interviewed by the researchers face-to-face and given open-ended questions to allow them to freely explain their thoughts and feelings. They will be selected purposely for this study based on their availability.

Research Instrument

The researchers will prepare an open-ended questionnaire for the selected respondents to answer. The questions in the questionnaire will be based on the research questions listed in the statement of the study. With the permission of the respondents, the researchers will take down notes and the interview for the data analysis and interpretation.

Research Procedure

First, the researchers will identify the participants of the study. The researchers will ask permission from the participants by sending them a transmittal letter. They will prepare the questionnaires to be asked during the interview. Upon the approval of the participants, the researchers will contact them through their mobile numbers and will ask their time and availability. After knowing their time and availability, the researchers will plan for a face-to-face interview with respondents. During the interview, the researchers will carefully and privately take down notes on the answers of the participants to ensure that the privacy of the participants are concealed from the public thereby protecting their privacy. For easy retrieval of the data, they will use video recording. After the interview, the researchers will thank the participants for participating in the interview. Then, the researchers will summarise the data by getting the common ideas based on the interview with the participants. The researchers will derive meanings from the verbatim responses of the respondents for data interpretation. Finally, the researchers will draw conclusions and list down recommendations from the collected data.

Results and Discussion:

The analysis and interpretation of data gathered by the researchers is presented of this paper. This research determined the feedback by their food quality and service with the use of an interview questionnaire as perceived by customers at Saint Lawrence Food Hub By Goldda. For manually gathering the data, the researchers employed actual-interview questionnaires' research design which are examined to answer the questions expressed in the statement of the problem. Analytical procedures were ordered based on the sequence of the specific questions.

Table 1. How often do customers visit the food hub?

Theme	Responses	Interpretation
Convenience, satisfaction, and loyalty.	<i>R1. "Dool raman gud niya comfortable. Sa usa ka semana kaduha or katulo ko mo balik ."</i>	The participants' loyalty and satisfaction has been with them due to its convenience.
	<i>R2. "Kausa sa usa ka semana tungod kay lami pero usahay dili pero mo bisita kug balik gihapon kay basin diayg naa koy magustohan."</i>	The participants' satisfaction would be with them even food taste is changing.
	<i>R3. "Kaduha sa usa ka semana lami man gud ilang sud an."</i>	The participants visit the food hub twice a week because of tasteful food.
	<i>R4. "Kada adlaw kay adlawng tanan naa man mi diri niya dool ra."</i>	The participants' loyalty and satisfaction is always there since it is convenient.
	<i>R5. "Kadaghan , since pag open ani di sd sa ingon nga kada adlaw ibutang talang twice a week, thrice a week."</i>	The participants visit the food hub twice or thrice a week since it was established because the loyalty and satisfaction meet with the variety of foods their.
	<i>R6. "Lami gyud ilang pagkaon maong kaduha sa usa ka adlaw."</i>	The participants' satisfaction and loyalty is always at the food hub because it is convenient like twice a day.
	<i>R7. "Ana ra sa kanang mga once a week ana kay convinient."</i>	The participants wanted the food hub because it is convenient.
	<i>R8. "Twice a week."</i>	The participants' satisfaction was met because she/he visits twice a week.



	R9. "Kada adlaw kay dool ra niya dali rasad."	The participants was preferred to eat their because its convenience.
	R10. "Pero sauna high school pami sege mig ari diri gawas ug barato ilang sud an lami man sd, kuan mga weekly kay ang akong trabaho syudad man so weekly kong naa diri."	The participants willingness to visit again at the food hub showed loyalty and satisfaction due to convenience like visiting every weekend. Also the variety of foods is tasty and affordable to their budget.
	R11. "Kada sabado man ko mo ari kay nindot man ilang pagkaon diri daghang kapilian."	The participants' loyalty and satisfaction is always there at the food hub.
	R12. "Mo bisita ko ngari kay gutomon baya mga twice a week."	The participants was visiting the food hub because it's convenient and loyalty is being observed.

Those responses have been made due to accidentally and purposely asking the customer in their availability to be part of this study. And the table above showed that customers were most likely to visit or they were willing to visit the food hub since customers met their expectations with the food. Furthermore, a few of them have been eaten since it was established (1993). Lastly, the food hub is convenient where their satisfaction and loyalty is in the food hub since some of them are visiting oftenly and a few respond in a state of rarely visiting. However, few of them are hesitant to visit because of changing food tastes.

Table 2. What attracts customers the most about the variety of food at the food hub?

Theme	Responses	Interpretation
Customer preferences.	R1. "Humba, lumpia."	The participants wanted humba (tender pork) and spring rolls.
	R2. "Tanang sud an."	The participants want all the variety of food.
	R3. "Humba."	The participants only want humba.
	R4. "Nilat-ang manok"	The participants preferred chicken soup except for those varieties.
	R5. "Snack nila, banana cake ,empanada, sud an nila."	The participants have different wants such as snacks, banana cake, empanada and their foods.
	R6. "Dependi sa akong mood kung unsa akong gustong kan-on. Sinigang baboy."	The participants only depend on their mood but participants prefers pork soup.
	R7. "Ah ano mga chicken ra ana"	The participants only wanted chicken dishes.
	R8. "Kani humba"	The participants only wanted tender pork.
	R9. "Nilat an nga baka"	The participants preferred beef soup only.



	R10. <i>"Kuan jud namo ganahan namo kay ang lumpia ug mga sabaw na kuan handa."</i>	The participants wanted only spring rolls and a variety of soup.
	R11. <i>"Sud an jud pork chop og sinugba."</i>	The participants only wanted pork chops and roast dishes.
	R12. <i>"Humba, pork chop og fried chicken."</i>	The participants wanted tender pork, pork chops and fried chicken.

In this table, participants responded to food that they were attracted to. Rarely few customers like all the variety of foods and some are depending on their moods what to eat and also snacks such as banana cake, empanada are rarely responded to. And some answers are the variety of soup which is beef soup, pork soup and chicken soup. Also roast dishes and chicken dishes. Most responses they wanted are tender pork, spring rolls and pork chop. Those answers determined the good taste dishes at the food hub by the answers of customers.

Table 3. What are the respondents' feedback on the quality of food and service at Saint Lawrence Food Hub by Goldda?

Theme	Responses	Interpretation
Perceptions and satisfaction with food quality and service.	R1. <i>"Sa service okay ra man ko. Unya ang pagkaon kay lami ra."</i>	The participants agreed with the service and satisfied with food.
	R2. <i>"Ilang serbisyo kay dili kaayu ko ganahan kay maldita kaayung staff unya sa pagkaon kay malabay nimo masayang gyud kay usab usab ang timpla."</i>	The participants slightly approved the service because of rude staff and the food won't be worth it due to changing taste.
	R3. <i>"Lami Lamian ko uy kay lami man sila moluto. Niya sa serbisyo saktuhan raman ko."</i>	The participants' approval is both satisfactory.
	R4. <i>"Sa serbisyo kay usahay dugay man masandakan ug dili first come first serve. Unya mga maldita kaayo ang staff, pero sa pagkaon lami gyud."</i>	The participants weren't actually satisfied with the service because staff does not practice first come, first serve and the rudeness of staff shown by them. But the variety of foods are tasteful.
	R5. <i>"Very satisfied kaayu ko sa pagkaon niya sa serbisyo sako raman."</i>	The participants' contentment was met with the service and very satisfied with the food.
	R6. <i>"100% nga kuntento ko sa pagkalami sa ilang pagkaon pero serbisyo sako ra."</i>	The participants were almostly satisfied with the service and 100% satisfied with the food.
	R7. <i>"Sa ano serbisyo sako sako ra man pero sa kuan ano sa pagkaon kay satisfied kay maka busog."</i>	The participants were slightly content with the service and the food its meet satisfaction.
	R8. <i>"Kontento ra ko sa duha."</i>	The participants was both fulfilled with the service and foods.
	R9. <i>"Nindut kaayo, basta lami ilang pagkaon hasta sa serbisyo."</i>	The participants agreed and gave a perfect approval word of the food and service.
	R10. <i>"Ahh.. para sa akoo prefer man gud kog kanang lutong pang bahay so 10 jud ni siya para sa akoo. Niya actually ok man diri daghan silang tintera ba nga maka serve so matagad raka dayon."</i>	The participants totally approved of the service because there are several staff to entertain and can serve the customer. While participants also agree with the taste of foods.



	R11. <i>"Sa serbisyo murag dili kaayu ko kaun nga satisfied ko unya sa pagkaon kay very satisfied."</i>	The participants weren't totally approved of the service but food is worth it and for satisfactory level.
	R12. <i>"Okay raman nindut ilang serbisyo. Niya sa pagkaon kay satisfied kay lami."</i>	The participants definitely agree to the service and satisfied because its delicious.

In this table it revealed that most are customer satisfactory answers. It is important to know that some of the situations need action to be taken like few participants' responses are about rude or unapproachable staff, tastelessness is being felt by the participants, service is working slow or not totally agree and can't explain the service and did not practice on first come, first serve. However, several participants had satisfied answers of the insight in food quality and service. These participants' statements are; (a) Totally satisfied with the service and food quality and; (b) A worthwhile experience in eating the variety of foods or content fulfilment because it is delicious.

Table 4. How likely are customers to recommend the food hub to a friend or colleague?

Theme	Responses	Interpretation
Customer advocacy and likelihood of recommendation.	R1. <i>"Morecomend ko labi nag kanang naay pasahero diri mangutana asa sila pwede mokaon among tudluon ana sa food hub kay dool ra sa highway nya lami pa gyud ilng pagkaon."</i>	The participants are willing to recommend the food hub because it's convenient and the variety of foods are tasteful.
	R2. <i>"Dili ko ka recommend usahay parat usahay sad way asin dili magpariha ilang timpla dili ko ka koan sa akong nga amega nga mopalit kay lami."</i>	The participants can't recommend to his/her friends or colleagues due to not perfectly preparing the foods in a tasteful way.
	R3. <i>"Akong ignan nga adto ta mangaon kay lami kaayo ug sud-an."</i>	The participants will recommend the food hub because the foods are delicious.
	R4. <i>"Kanang naay mo Ari diri . Mangutana nga asa mang kan anan diri ate. Ingun ko diha sa goldas kay limpiyo ug kay lami."</i>	The participants will recommend the food hub by answering when someone asks where they can eat and participants answer that I can recommend the food hub because it is clean and the food is delicious.
	R5. <i>"I recommend lami mn diri."</i>	The participants will recommend the food hub because the variety of food is delicious.
	R6. <i>"Ug gutumon mo Ari lang mo kay ang pagkaon kay lami ug nindot ang serbisyo."</i>	The participants will recommend the food hub by telling those people who are searching where to eat that they can eat and go to golda because the food is tasteful and the service is good.
	R7. <i>"Ah I recommend nako siya kay kana kana bitaw ang convenient then dali ra siya makit -an."</i>	The participants will recommend the food because it's convenient and it can be immediately found.
	R8. <i>"Ako silang dad-on diri kay lami ilng sud-an."</i>	The participants want to bring those people to the food hub because the food is delicious.
	R9. <i>"Pasawayon nko sila para makabaw sad sila lami ilang pagkaon diri."</i>	The participants are willing to share and want customers to experience the food hub to know that their food is delicious.
	R10. <i>"Ahhh no need na sila I recommend kay actually akong mga kauban diri mn sila magpalitan suki na bah."</i>	The participants state that no need to recommend because his friend is also an eater and purchaser of the food hub.



	R11. "Dili kaayo ko ka recommend mahal mn."	The participants wouldn't actually recommend it due to high pricing.
	R12. "Kay daghan sud-an nila lami niya nindot ilng service Akong ignan nga adto ta mangaon kay lami kaayo ug sud-an."	The participants will recommend the food hub because there is a variety of food and it's delicious and tell her colleagues and friends to eat there because the food is very tasteful.

The question that is to be asked to the participants measures their willingness to recommend the food hub to their friends or colleagues. Most of the participants answered that they are willing to recommend the food hub because the deliciousness of the variety of foods are worth it. Some of them also responded that their service is good and it's convenient for them. And a few of them answered that it is a clean establishment and affordable for their budget. In addition, there are also participants who answered that there is no need to recommend because their friend or colleagues are also an eater at the food hub. However, there are also participants who answered that they can't recommend it due to its untasteful food and high price.

Table 5. What improvements would customers suggest for the food hub?

Theme	Responses	Interpretation
Customer suggestions for enhancing the food hub experience.	R1. "Ipadayun lang nila."	The participants suggest that just maintain and manage the particular service.
	R2. "Akong suggest tarungon nilang timpla para modaghan ilang customers. Customer sad ba ayohon nilag atiman."	The participants recommend improvement in food taste to get more customers. And customers must be treated fairly or practice hospitality management.
	R3. "Ipadayun nila."	The participants suggest maintaining the particular situation.
	R4. "Para mo Dughan ilang customer tindira dili mag minaldita."	The participants suggest hospitality towards entertaining customers to increase customers.
	R5. "Good customer service."	The participants recommend good customer service .
	R6. "Ubos ubosa ang presyo para mas daghan pa ang mangaon."	The participants suggest to lessen their high price to increase customer.
	R7. "Kanag more on sa paglimpyo bitaw kanang ano surroundings."	The participants suggested for clean and sanitation management of the establishment.
	R8. "Space more, space pa."	The participants recommend expanding spaces on the food hub.
	R9. "So akong ika wala koy ika suggest kay okay raman kompleto man ilang staff ug daghan sila staff."	The participants are content with the particular situation because there are several staff which can entertain customers.
	R10. "Para sa akoo ok naman. Kaayo gud ang set-up kay daghan mansad chair nga malingkuran so makalingkosd RA sad ka."	The participants are definitely satisfied with the stabled setup since there are many chairs to seat and customers can be seated also.
	R11. "Good customer service."	The participants suggesting for good customer service.



	<p><i>R12. "Good, Nindot, kailang service ila gani pag kuan ilang service ilang e continue ang Nindot nga service sa ilang customer."</i></p>	<p>The participants were totally fine and great with their service and just continued the good service.</p>
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Those statements on the table are crucial for improvements and developing the business in a good stable or condition. For instance, participants suggest expanding the spacing of the establishment. Moreover, cleanliness and sanitation management, concerns about managing hospitality towards guests to increase customers. And also good customer service are some of their responses. Furthermore, maintaining the food taste and decreasing high prices to get more customers. Lastly, most suggestions are to continue the particular situation such as good service since they are already satisfied.

Participants' answered the following questions through an actual interview by the researchers and the findings are mostly that customer satisfaction is being observed at the Food Hub by Goldda in Toledo city.

Several customers answered question number one that they were most likely to visit the food hub since customers met their expectations with the food and few of them have been eaten since it was established (1993) due to its convenience. Thus, participants answered with satisfaction and loyalty because the food is tasty and affordable to their budget. However, few of them are hesitant to visit because of changing food tastes. Participants answered question number two is rarely few of them like all the variety of foods and some are depending on their moods what to eat and also snacks such as banana cake, empanada are rarely responded to. And some answers are the variety of soup which is beef soup, pork soup and chicken soup. Also roast dishes and chicken dishes. Commonly participants answered they wanted to eat tender pork, spring rolls and pork chop. In responses of question number three, Few participants' responses are about rude or unapproachable staff, tastelessness is being felt by the participants, service is working slow or not totally agree and can't explain the service and did not practice on first come, first serve. However, several participants had satisfied answers of the insight in food quality and service. These participants' statements are; (a) Totally satisfied with the service and (b) A worthwhile experience in eating the variety of foods or content fulfilment because it is delicious. On question number four most of the participants answered that they are willing to recommend the food hub because the deliciousness of the variety of foods are worth it. Some of them also responded that their service is good and it's convenient for them. And a few of them answered that it is a clean establishment and affordable for their budget. In addition, there are also participants who answered that there is no need to recommend because their friend or colleagues is also an eater at the food hub. However, there are also participants who answered that they can't recommend it due to unattractive food and high price. Essentiality of these responses on question number five are participants suggesting expanding the spacing of the establishment. Moreover, cleanliness and sanitation management, concerns about managing hospitality towards guests to increase customers. Also good customer service are some of their responses. Furthermore, maintaining the food taste and decreasing high prices to get more customers. Lastly, most suggestions are to continue the particular situation such as good service since they are already satisfied.

Gerber (2023) statements prove that "Implementing Service Recovery presents your company with many potential benefits such as increasing customer satisfaction, generating a loyal customer base, creating brand ambassadors, avoiding losing potential customers, side-step profit losses and trouble-shooting service failures."

Olmstead (2019) prove that "having a great restaurant and serving great food at competitive prices is no longer enough. Your customers want more, so you need to meet and exceed their expectations. Without that, you'll struggle to earn their loyalty, deal with a bad reputation, and you'll eventually lose them. In order to prevent those, collecting customer feedback is important because it can improve customer service, make better business decisions, meet their ever-changing needs, improve brand perception and improve brand loyalty."

Bruce (2022) prove that "positive 5-star reviews increase client confidence, increase interest in products/services, and facilitate customer engagement, ultimately driving business growth. While negative reviews negatively impact a business's prestige, credibility, and trustworthiness, with 86% of customers hesitant to buy from companies with no or many negative reviews. Single or three negative reviews can drive away 59% of customers, negatively impacting revenue."

Conclusion

Overall, the conclusion drawn from this study is that the food hub has largely succeeded in meeting the expectations of its customers in terms of taste, affordability, and convenience. The high levels of customer satisfaction and loyalty demonstrate the effectiveness of the food hub in delivering a positive eating experience. However, there is a need for the food hub to address concerns regarding changing food tastes in order to maintain customer willingness to visit in the future. Additionally, the food hub should address any negative experiences mentioned by participants, such as rude staff or inconsistent service, to ensure continued customer satisfaction. Moreover, the study found that customers at the food hub generally enjoy a variety of dishes, with soups, roast dishes, and chicken dishes being particularly favoured. However, there are specific food items that are less preferred, such as banana cake and empanadas. Customers expressed a preference for tender pork, spring rolls, and pork chop. Overall, participants were willing to recommend the food hub due to its delicious food, good service, convenience, cleanliness, and affordability. However, there were also participants who felt no need to recommend it as their friends already eat at the food hub. This suggests that the food hub has established a loyal customer base, but there may be room for improvement in terms of expanding the reach of its customer recommendations. The study also indicates that the food hub has established a strong customer base through its tasty and affordable food options. However, there is a need for management to continuously adapt the menu to changing food trends and preferences in order to maintain customer satisfaction and attract new customers. The study highlights the importance of factors such as spaciousness, cleanliness, hospitality, customer service, food quality, and affordability in providing a positive dining experience. By focusing on these factors and continuously striving for excellence in service, the food hub can enhance customer satisfaction, attract more customers, and potentially increase its profitability. The study



highlights the valuable suggestions provided by the participants for improving the food hub. Expanding the spacing of the establishment, ensuring cleanliness and sanitation, enhancing hospitality towards customers, providing good customer service, maintaining food taste, and decreasing high prices are all crucial aspects that need attention. It is evident that the food hub is already providing satisfactory service based on the participants' suggestions to continue the current good service. By focusing on these areas and striving for ongoing excellence in service, the food hub has the potential to enhance customer satisfaction, attract more customers, and ultimately increase its profitability.

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