

CREW TRAINING SYSTEM AND JOB PERFORMANCE OF SERVICE CREWS IN A FAST-FOOD CHAIN IN QUEZON CITY

ABSTRACT

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This study investigates the crew training system and job performance of service crew members in a fast-food chain in Quezon City using a descriptive quantitative approach. Surveys conducted among service crews highlight productivity, job satisfaction, and training effectiveness. This research addresses challenges such as inconsistent service quality, low customer turnout, and food preparation errors. Findings demonstrate that an effective training system improves employee performance and satisfaction, emphasizing its role in enhancing customer experience. The study provides insights to help management refine training programs and inform future research in the fast-food industry. This study uses a descriptive correlational research design. Data were collected via a structured survey questionnaire from sixty service crew members—forty-two full-time and eighteen part-time employees—and seven branch managers at the Jollibee Jackman Plaza Commonwealth Branch in Quezon City. Responses were analyzed using frequency distribution, weighted mean, and Pearson correlation coefficient. With a composite mean of 3.35, the findings indicate that employees strongly agree the crew training system enhances productivity, particularly in enabling faster work during peak hours (composite mean of 3.45). Job performance received a composite mean of 3.42, suggesting that workers feel confident in handling their tasks. Overall satisfaction with working conditions is reflected in the high job satisfaction score of 3.45. Most workers consider themselves knowledgeable or extremely knowledgeable, with knowledge acquisition receiving the highest rating of 3.50. These results demonstrate that the crew training system has been effective in improving the sergeants' skills and competencies. The study highlighted that the crew training system effectively enhanced skills, productivity, performance, and satisfaction among service crews. As a result, it recommended introducing reward programs, regular refresher courses, time management workshops, team-building activities, and the Alagang Fast Food Service Crew Guideline to address remaining issues such as customer complaints, long wait times, and communication gaps. These measures aimed to foster a more competent and engaged workforce, leading to improved customer service and operational outcomes.

RECOMMENDED CITATION

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