

THE EFFECTIVENESS OF ONLINE REVIEWS TO THE CUSTOMER'S SATISFACTION AT UHAW CAFÉ IN QUEZON CITY

ABSTRACT

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Online reviews play a significant role in influencing customer expectations and perceptions, often shaping their decisions before visiting a restaurant. Positive feedback found on digital platforms can increase the likelihood of customer visits, especially when these reviews align with the restaurant's promotional content. This study aims to determine the effectiveness of online reviews in relation to customer satisfaction at Uhaw Café in Quezon City. It evaluates whether the café meets or exceeds customer expectations based on their exposure to online feedback and the establishment's social media presence. A quantitative research approach using a descriptive design was employed. Data were gathered from a maximum of 50 customers of Uhaw Café, selected through purposive sampling. A 4-point Likert scale survey questionnaire was used to obtain customer feedback. The collected data were statistically analyzed to determine the effectiveness of online reviews in relation to various satisfaction metrics and to draw conclusions and recommendations based on customer responses. The demographic profile revealed that 52% of respondents were male and 48% female, with most respondents aged 21 to 25. Facebook (Meta) was identified as the most frequently used platform for engaging with the café's online presence. In terms of customer expectations, respondents strongly agreed that online reviews influenced their perception, with a composite weighted mean of 3.37. Positive feedback received a composite mean of 3.29 (Strongly Agree), while customer loyalty and decision-making both received a mean of 3.22 (Agree). The primary challenges identified were the content of the reviews (35 responses) and the restaurant's responsiveness to feedback on social media. The findings suggest that Uhaw Café has exceeded customer expectations based on its online presence, particularly through effective social media engagement. However, customer satisfaction is affected by the quality and clarity of review content, as well as the timeliness and tone of the restaurant's response to customer feedback. The study recommends that Uhaw Café continue encouraging customers to share honest experiences, as this fosters transparency, identifies areas for improvement, and helps attract new patrons through authentic online visibility.

RECOMMENDED CITATION

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