

BRIDGING THE COMMUNICATION GAP: EMPLOYEE-CUSTOMER INTERACTION AT FYM SEAFOOD RESTAURANT IN VALENZUELA CITY

ABSTRACT

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Effective communication between employees and customers is fundamental to delivering outstanding service in the increasingly competitive food service industry. Despite continuous efforts to improve service quality, numerous small to medium-sized restaurants still grapple with communication breakdowns that undermine customer satisfaction and loyalty. This study centers on FYM Seafood Restaurant in Valenzuela City, where persistent communication issues—such as inaccurate order taking and service delays—have detrimentally affected patrons' dining experiences. The research seeks to comprehensively examine these communication barriers, assess their impact on service delivery, and evaluate their implications for customer retention and overall business success. This study employed a quantitative descriptive research design to investigate communication gaps between employees and customers at FYM Seafood Restaurant in Valenzuela City. The sample consisted of 50 purposively selected respondents, including 35 employees and 15 customers. Data collection was conducted using a structured, researcher-developed questionnaire divided into three sections: demographic profile, nature of communication gaps, and their impact on service quality. The instrument was rigorously validated by subject matter experts and pre-tested to ensure clarity and reliability. Questionnaires were distributed both personally and electronically, achieving a 100% response rate. Data were analyzed using frequency counts, percentage distributions, rankings, and weighted means to provide a detailed understanding of the communication challenges and their influence on service delivery. The results indicate that the majority of both employees and customers are young, single, and primarily Tagalog-speaking. The employee sample was evenly distributed across genders, whereas most customers were female and engaged in office-based occupations. While employees generally perceived their communication skills and service responsiveness favorably, customers reported only moderate satisfaction. Customers particularly noted deficiencies in professionalism, empathy, and aspects of the physical environment, as reflected in responses to items 1, 4, and 7 of the survey. These findings reveal a significant disparity between employees' self-assessments and customer expectations, underscoring the need for improved alignment to enhance overall service quality. The findings highlight a critical need for focused employee training programs, greater consistency in service delivery, and the development of tailored communication strategies. Prioritizing emotional intelligence, professionalism, and culturally sensitive communication—specifically designed for the restaurant's largely young, Tagalog-speaking clientele—can effectively address these gaps. This study ultimately offers practical, evidence-based recommendations that can empower FYM Seafood Restaurant to enhance service quality, elevate customer satisfaction, and build stronger, long-lasting customer relationships.

RECOMMENDED CITATION

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