

EFFECTS OF ACT OF GOD ON THE SERVICE QUALITY OF PARTY HOUSE CATERING: A PROPOSED WEATHER CONTINGENCY PLAN

ABSTRACT

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This study explores how natural disasters and unfavorable weather conditions, commonly referred to as Acts of God, affect the service quality of party house catering. It focuses on critical aspects such as contractual obligations, technological readiness, business reputation, financial stability, resource availability, and customer satisfaction. These elements are often compromised by unpredictable weather, thereby disrupting service delivery. To address this, the study aims to propose a strategic weather contingency plan that event organizers can implement to better anticipate, manage, and recover from weather-related disruptions, ultimately ensuring more reliable and efficient operations. The study adopts a descriptive research design to examine the impact of weather-related events on party house catering services. It centers on the preparedness of event organizers in dealing with unforeseen weather conditions. A total of 15 catering coordinators were purposively selected based on their professional experience. The researchers distributed and retrieved validated survey questionnaires personally to guarantee accuracy and completeness. The data collected were analyzed using basic descriptive statistics, including percentages and weighted means, to assess and rank the responses regarding weather preparedness and its effects on service quality. The findings revealed that most catering coordinators recognized the necessity of having contingency plans to address weather-related issues. Key areas of focus included weather monitoring systems, risk management protocols, and readiness of logistical resources. Full-time and experienced coordinators demonstrated greater capacity in managing disruptions compared to part-time staff. Commonly reported issues involved transportation delays, financial difficulties, and maintaining client satisfaction under adverse conditions. The results emphasized the importance of clear communication, flexible contract terms, and adaptive strategies to ensure operational continuity during extreme weather events. The study concluded that a comprehensive weather contingency plan is crucial in preserving service quality amid unexpected weather disturbances. The coordinators' level of experience and employment status significantly influenced their effectiveness in handling such challenges. Moreover, various types of weather events—such as storms or earthquakes—require tailored strategies, including the use of weather-resistant materials and dependable communication tools. Recurring logistical concerns, such as delayed transportation and venue damage, underscored the need for enhanced risk management practices to minimize disruptions and uphold service standards.

RECOMMENDED CITATION

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