

CUSTOMER SATISFACTION: EXPLORING FOOD QUALITY OF PIZZA PARLOR ALONG, QUIRINO HIGHWAY

ABSTRACT

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Food quality plays a critical role in the food industry, directly influencing customer satisfaction and loyalty. High-quality ingredients, proper preparation, appealing flavor, and an overall positive dining experience are essential in meeting customer expectations. This study aims to determine the level of customer satisfaction in relation to the food quality offered by Pizza Parlor along Quirino Highway. It also seeks to explore how customers perceive the products, services, and pricing of the establishment, which has been serving patrons for several years. Understanding customer satisfaction is vital in assessing whether consumer expectations are being met. Moreover, customer feedback and suggestions contribute to the continuous improvement of products and services, helping businesses achieve sustainable growth. This study outlines the methodologies used, including the research design, sampling technique, instrument construction, validation, administration, and retrieval of questionnaires. A structured survey instrument was administered to assess customer satisfaction and food quality. The collected data were subjected to statistical treatment to analyze the relationship between the variables. The analysis revealed that there was no significant relationship between customer satisfaction and food quality, as indicated by an r-value of 0 and a p-value of 1. These results suggest that changes in food quality did not have a measurable impact on customer satisfaction within the context of this study. This implies that other factors—such as service experience, ambiance, pricing, or brand reputation—may play a more substantial role in influencing customer satisfaction. The study also summarized findings based on demographic profiles, including age, gender, and income range. It examined specific variables such as freshness, flavor, texture, and consistency under food quality, and presentation and taste under customer satisfaction. Although no significant relationship was found between food quality and customer satisfaction, the discussion highlights the potential influence of other external factors. The study recommends further exploration of these variables to develop a more comprehensive strategy for enhancing customer satisfaction at Pizza Parlor.

RECOMMENDED CITATION

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