

# AN ASSESSMENT ON THE ROLE OF TECHNOLOGY IN ENHANCING CATERING SERVICES IN NOVALICHES, QUEZON CITY

## ABSTRACT

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This study explores the impact of technology on the efficiency and service quality of catering businesses in Novaliches. Catering services are essential for various occasions—such as meetings, events, and celebrations—where high-quality service and customer satisfaction are expected. However, the industry faces several challenges, including resource scarcity, rising food costs, food safety issues, and food waste. Additionally, modern catering companies struggle with adopting new technologies, responding to changing customer demands, and ensuring service consistency, especially during large-scale operations. Data for this study were gathered through a sampling method that included surveys and interviews with catering service providers, employees, and clients in Novaliches. The research examined the influence of technological innovations—such as online ordering platforms, automated inventory systems, digital payment solutions, and customer feedback mechanisms—on the efficiency and service quality of local catering businesses. The findings reveal that respondents strongly agree on the importance of creative menu development, particularly those featuring unique culinary combinations and visually appealing presentations. This reflects a high level of effectiveness in crafting innovative and attractive menu offerings. The consistently high average weighted mean across all evaluated factors indicates an overall positive perception of modern catering services. Additionally, the study found that catering services, especially in college settings, are increasingly adopting information technology to enhance management and service delivery—addressing key concerns such as food safety, quality, and pricing. Respondents also emphasized that online reviews are critical in attracting new customers, highlighting their significant role in customer acquisition. The study identified several key challenges affecting the catering experience, including technical issues (such as sound systems and lighting), delays in food service, inaccurate guest count estimations, and limited staff knowledge of the menu. These areas were consistently ranked, indicating that all are equally significant in enhancing overall service quality. Furthermore, the research revealed major barriers to the integration of technology in catering businesses. These include high costs, technical complications, and the need for proper employee training.

### RECOMMENDED CITATION

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