

MOTIVATIONAL TOOLS AND ITS IMPACT ON EMPLOYEE PRODUCTIVITY AMONG SELECTED RESTAURANTS IN QUEZON CITY

ABSTRACT

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The restaurant industry in Quezon City faces persistent challenges, including high employee turnover and demanding working conditions. Motivation and productivity remain critical factors for organizational success, yet traditional management approaches often fail to address essential employee needs such as career development and work-life balance. This study investigates the motivational tools that influence Filipino restaurant workers, aiming to assist restaurant managers in aligning motivation strategies with staff expectations. The goal is to enhance employee engagement, reduce turnover, and improve overall productivity in a high-pressure and diverse work environment. This research utilizes purposive sampling to select participants with direct relevance and experience in the restaurant sector. Data collection was conducted through a researcher-made questionnaire, informed by Parasuraman's customer satisfaction model and divided into three main sections. To ensure validity, the questionnaire underwent review by an adviser, subject matter expert, grammarian, and statistician. Pre-interviews and pre-testing were also conducted to refine the tool. Additionally, the study is supported by a comprehensive literature review and a locally contextualized survey to strengthen its theoretical framework. Findings indicate that restaurant workers are predominantly young and often view their positions as temporary employment. Male employees typically assume physically demanding kitchen roles, while females are more often assigned to customer-facing positions. Although overall performance was deemed acceptable, motivation and opportunities for skill development were lacking. Respondents cited supportive management, workplace safety, effective communication, overtime compensation, and meal allowances as key motivators. Recognition, teamwork, and professional growth were also valued. However, challenges such as long work hours, interpersonal conflicts, physical fatigue, and lack of appreciation were identified as barriers to sustained motivation. The study highlights the importance of tailored motivational strategies to address the distinct needs of restaurant employees. A supportive work environment, financial incentives, consistent scheduling, and clear recognition programs contribute positively to employee morale and retention. Conversely, long working hours, workplace conflicts, and insufficient acknowledgment undermine motivation. To address these concerns, the study recommends implementing structured training, wellness initiatives, equitable reward systems, and career advancement opportunities to promote productivity and job satisfaction among restaurant staff.

RECOMMENDED CITATION

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