

THE IMPACT OF UTILIZATION OF TECHNOLOGY IN ONLINE BOOKING ON SELECTED RESTAURANT IN MAKATI: BASIS FOR STRATEGIES DEVELOPMENT PLAN

ABSTRACT

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This study examines how online reservation systems have enhanced efficiency and customer satisfaction in selected Makati restaurants—Yabu: House of Katsu, Texas Roadhouse, and Tim Ho Wan. These establishments utilize digital platforms such as OpenTable and proprietary applications to manage high demand, minimize wait times, and improve service quality. The research underscores the role of technology in optimizing operations, meeting customer expectations, and streamlining staff allocation, with particular attention to features such as digital menu access and real-time wait time transparency. This study employed a descriptive research method to assess the impact of online booking technology in selected restaurants in Makati. The sample consisted of 50 participants, including both customers and staff, selected through purposive sampling. Data were collected using structured questionnaires and semi-structured interviews, with quantitative results summarized through descriptive statistics. The findings aim to inform the development of strategies to enhance digital reservation systems in restaurants. The study found that the restaurant workforce in Makati is predominantly young, mostly single, and female. Booking.com and Tripadvisor emerged as the most commonly used online booking platforms. While customers appreciate the convenience and features offered by these systems, they also encounter challenges such as system instability, complex interfaces, cancellation difficulties, and double bookings, which negatively impact user experience and operational efficiency. The study highlights the positive impact of online booking systems on operational efficiency and customer satisfaction in selected Makati restaurants. Customers value the convenience and time-saving features, although challenges such as system delays, overbookings, and user-unfriendly interfaces—particularly for older users—remain. Staff and managers find these systems helpful for managing seating and customer flow but report difficulties including technical issues and insufficient training. The research underscores the importance of regular system updates, comprehensive staff training, and improved system integration. Overall, the success of online booking platforms depends on effective implementation, user-friendly design, and strong support systems to maintain competitiveness in the digital era.

RECOMMENDED CITATION

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