

## FACTORS AFFECTING THE SALES PERFORMANCE OF KRISTAL-G RISTORANTE: PROPOSED IMPROVEMENT PLAN

### ABSTRACT

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This study explores the challenges affecting the sales performance of Kristal-G Ristorante. It aims to identify key factors such as service or product quality, pricing, location, promotion, customer service, competition from new establishments, more affordable alternatives, and the growing popularity of food delivery services. Kristal-G Ristorante was founded by Chef Girlie D. Queddeng in December 2011 in Rodriguez, Rizal, offering Filipino and Italian cuisines. After relocating twice, the restaurant settled at Daang Bakal Balite in 2019. In response to competition and the COVID-19 pandemic, the restaurant expanded its offerings to include pastries and milk teas, improved its online presence through Facebook, and provided delivery options via platforms like Grab and FoodPanda. It also upgraded its interior to enhance customer experience and hosted private events such as birthdays, weddings, and corporate functions. This study utilizes a quantitative-descriptive research design with simple random sampling to gather data from 78 customers in Rodriguez, Rizal. It is anchored on Hilal Cokeli's (2023) theory, which emphasizes the importance of the 5Ps of marketing—product, price, place, promotion, and people—as foundational strategies for improving business sales performance. A researcher-made and validated survey questionnaire was used to assess customer perceptions of these factors. The analysis revealed that customers rated the restaurant's marketing elements favorably. Among the 5Ps, staff and service (people) received the highest overall mean of 3.59, while the lowest observed mean was 3.45. Pricing had a mean score of 3.54, indicating customer satisfaction with value for money. The restaurant's location (place) was rated moderately, with an overall mean of 3.50. Promotional efforts received a highest mean of 3.56, suggesting some effectiveness, although visibility and reach remain areas for enhancement. The study recommends several strategies to improve Kristal-G Ristorante's sales performance. These include developing promotional campaigns targeting middle-aged and female customers, enhancing the ambiance and food quality, offering fair and competitive pricing, improving accessibility and parking, and ensuring a safe, comfortable environment. Staff training should focus on product knowledge and efficient service. Operational improvements such as ingredient preparation and kitchen workflow optimization are advised to reduce wait times. Increasing social media presence and launching limited-time menu offerings are also suggested to attract and retain customers.

#### RECOMMENDED CITATION

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