

EFFECTIVENESS OF JOLLIBOTS ON CUSTOMER SATISFACTION IN SELECTED STORES IN MAKATI AND TAGUIG CITY

ABSTRACT

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This study explored the impact of Jollibots—automated meal-serving robots—on customer satisfaction at selected Jollibee outlets in Makati City. The deployment of Jollibots marks a notable advancement in customer service innovation, designed to streamline ordering and delivery processes while minimizing wait times. By integrating automation into the fast-food dining experience, Jollibee aims to boost operational efficiency and elevate overall customer satisfaction. This research examined how the presence of Jollibots affects customer perceptions and satisfaction levels within these outlets. This study employed a comparative research design to evaluate the impact of Jollibots—automated meal-serving robots—on various aspects of customer service, including convenience, operational efficiency, service speed, order accuracy, and quality of information delivery, both before and after their deployment. A total of 100 customers participated in the survey, with equal representation from Jollibee branches in Glorietta 4 and SM Aura. The study aimed to assess changes in customer satisfaction levels resulting from the integration of robotic service technology in fast-food operations. The findings clearly indicate that the deployment of Jollibots has significantly enhanced the overall customer experience at the selected Jollibee branches. Notable improvements were observed across key service dimensions, including convenience, operational efficiency, service speed, order accuracy, and clarity of information delivery. Post-implementation assessments revealed a substantial increase in customer satisfaction, demonstrating the effectiveness of robotic automation in improving frontline service quality. The study concludes that integrating Jollibots not only optimized operational workflows but also delivered a more seamless, accurate, and engaging dining experience, thereby strengthening customer loyalty and promoting service excellence. The study also highlights that Jollibots introduce a modern and engaging element to the dining experience, earning high customer approval for their reliability, efficiency, and novelty. Their integration into service operations not only boosts customer satisfaction but also reflects a broader industry trend toward technological innovation in food service. Based on these findings, the study recommends that similar establishments consider adopting automated service systems to enhance operational efficiency and customer engagement. Additionally, it underscores the importance of continuous system monitoring and incorporating customer feedback to maintain sustained effectiveness and adapt to evolving consumer needs.

RECOMMENDED CITATION

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