

THE EFFECTIVENESS OF PRODUCTION AND QUALITY CONTROL TOWARDS CUSTOMER SATISFACTION IN KERISNACK

ABSTRACT

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DISCIPLINE

Business Administration

KEYWORDS

*quality control; customer
satisfaction; production;
production quality*

ARTICLE ID

AASGBCPJMRA-B19102

The purpose of this study was to investigate the effectiveness of production and quality control in relation to customer satisfaction at Kerisnack, a food business in Quezon City. The research was conducted in response to customer complaints about inconsistent product quality, unsavory food, and poor hygiene practices. This study aimed to assess the impact of key production elements, including recipe standardization, ingredient sourcing, product quality checks, and food safety handling, on customer satisfaction. A quantitative correlational research design was employed. Data were collected from 29 customers and 29 employees, totaling 58 respondents, using survey questionnaires. Statistical tools such as frequency, percentage, ranking, weighted mean, and Pearson's correlation coefficient were applied to analyze the data. The study found that ineffective production and quality control processes at Kerisnack significantly impacted customer satisfaction. Respondents reported dissatisfaction with recipe standardization (0.83 and 1.14), product quality checks (0.93 and 1.15), ingredient sourcing (0.67 and 0.85), and food safety handling (0.63 and 0.70), rating these areas as very dissatisfied and highly ineffective. Reflecting these findings, the researchers emphasized the need for clear recipe guidelines, improved supplier evaluation, regular quality control checks, employee training programs, and proper equipment maintenance. Hypothesis testing revealed a significant relationship between production quality checks and customer satisfaction ($r = 0.9389$, $p = 0.0020$). The study highlighted major concerns from both customers and employees regarding Kerisnack's production quality and its effect on satisfaction. Customers reported issues with recipe consistency, portion sizes, and overall food quality, while employees cited ineffective quality control, particularly in ingredient sourcing, food safety, and hygiene practices. The researchers proposed an improvement plan that includes standardized recipes, portion control, accurate ingredient measurements, better supplier selection, and regular quality checks to enhance operational efficiency and meet customer expectations.

RECOMMENDED CITATION

Bernante, A., Fernandez, L. J., Gonzales, Z., Iguin, M. A., & Salivio, A. (2025). The Effectiveness of Production and Quality Control Towards Customer Satisfaction in Kerisnack. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 28.