

ASSESSING FOOD SAFETY CRISIS MANAGEMENT IN BUFFET RESTAURANT IN QUEZON CITY

ABSTRACT

AUTHORS

Fe Esperanza Barandino
Princess Edith Interno
Romeo Nungay IV
Christian Jay Rellizan
Monea Moryseth Vergara

RESEARCH ADVISER

Roland Rambo B. Jayoma,
CHP, MBA

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Hospitality Management

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This paper examines food safety challenges in buffet-style restaurants in the Philippines, focusing on operational issues such as cross-contamination, improper temperature control, and poor sanitation. Despite existing food safety regulations, many establishments struggle with compliance due to inadequate systems and staff training. The study highlights the need for standardized procedures, supplier accountability, and effective employee education. It also evaluates current crisis management protocols and proposes strategic improvements to strengthen food safety practices, aiming to enhance the overall resilience and efficiency of buffet operations. This study investigates the food safety crisis management practices at Lan Hot Pot Buffet in Quezon City. Using a quantitative approach, purposive sampling, and a structured survey questionnaire, the research explores customer perceptions of food safety, evaluates the effects of food-related crises, and examines the restaurant's internal response strategies to effectively manage such incidents. Data indicate that Lan Hot Pot Buffet employs a predominantly young, mostly female workforce, with 44% aged 25–31 and 40% aged 18–24. Many employees occupy frontline positions such as servers, with most having less than six months of service, reflecting high turnover rates. As a casual dining venue catering to occasional diners, the restaurant generally complies with food safety protocols. However, insufficient training has resulted in negative customer feedback, operational issues like temperature control lapses, and human error. These findings highlighted the urgent need for enhanced communication and comprehensive training programs to improve service quality and staff retention. Survey data reveal that the restaurant primarily serves older adults (45 and above) and young professionals (25–31), indicating the need for marketing strategies tailored to these demographics. In contrast, the workforce is mostly composed of young adults, with 56% aged 20–24, highlighting the importance of targeted training and mentorship to enhance skills and employee retention. The findings also note a strong preference among female customers for communal dining, which can be leveraged in promotional efforts. Key operational challenges include high staff turnover, inadequate training, communication gaps, and food safety concerns—particularly in temperature control and sanitation. To address these issues, the study recommends strengthening training programs, improving communication systems, updating emergency protocols, and enforcing strict food safety standards to foster a more stable workforce and better align services with customer preferences.

RECOMMENDED CITATION

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