

LEVEL OF SATISFACTION OF CUSTOMERS OF TROPICAL HUT-THEME FAST FOOD RESTAURANT EVER GOTESCO COMMONWEALTH: BASIS FOR DEVELOPMENT PLAN

ABSTRACT

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This research investigated customer satisfaction at Tropical Hut, one of the Philippines' oldest and most recognized burger fast-food chains. It focuses on how advertising efforts, technological innovations, and interior design elements contribute to shaping the overall customer experience and satisfaction. This study employed convenience sampling to select respondents and conducted surveys to gather insights into customer satisfaction. To analyze the data, the study used the following statistical tools: frequency and percentage to summarize the data, weighted mean to measure the level of satisfaction, and T-test and ANOVA to identify significant differences between sample groups. The results indicated that 41% of the respondents were female, with most falling within the 21 to 30 age group. Based on the factors of interior design, technology, and advertising, the ANOVA test revealed a significant difference in perceptions of interior design across age groups, as the computed F-value exceeded the F-critical value of 2.959 at a 0.05 level of significance. In contrast, the T-test results showed no significant difference in customer satisfaction based on gender, as the computed T-value of 3.362 was less than the T-critical value of 3.968 at the same significance level. The study recommends the use of nostalgic marketing to attract new customers, the continued acceptance of cash transactions, and improvements in interior design to enhance customer satisfaction. It also suggests strengthening social media marketing efforts, offering special discounts, and maintaining traditional payment methods while integrating digital options to make transactions more accessible across age groups. To further increase customer satisfaction, the introduction of seasonal menu offerings and a customer loyalty program is proposed. By adopting these strategies, Tropical Hut can foster stronger customer loyalty and reinforce its position in the competitive fast-food industry.

RECOMMENDED CITATION

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