

# THE INFLUENCE OF QUICK RESPONSE CODE ORDERING SYSTEM ON SERVICE QUALITY IN KOREAN BARBEQUE RESTAURANT IN QUEZON CITY

## ABSTRACT

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This study examined the impact of QR code ordering systems on restaurant operations and employee experiences in Korean barbecue establishments in Quezon City. This study employed a quantitative design, involving 2 owners and 48 employees selected through non-probability sampling. Data were collected using a survey questionnaire aligned with the study's objectives. The study Findings showed that The data shows that respondents generally view the service positively. Empathy scored highest at 3.31, followed by reliability (3.28), assurance and tangibles (both 3.22), and responsiveness (3.21). Overall, the service is seen as reliable, empathetic, responsive, and reassuring. To address connectivity and compatibility issues, restaurants should invest in high-speed internet, upgrade QR code scanning technology, and ensure seamless integration across devices. Regular system maintenance and software updates will minimize technical disruptions. Offering multiple payment methods—such as mobile wallets, credit/debit cards, and cash alternatives via staff assistance—will accommodate diverse customer preferences. Strengthening encryption and security features will enhance customer trust in digital payments. To improve order processing and customer satisfaction, the QR code menu should feature clear categorization, high-quality images, and personalized recommendations. A user-friendly interface with smooth navigation will enhance the overall ordering experience. Implementing a hybrid ordering system that allows customers to choose between self-service and waitstaff assistance ensures inclusivity and meets varied preferences. Employees should be trained to assist customers with QR code ordering, troubleshoot technical issues, and provide alternative ordering options. Establishing dedicated technical support, such as a support team or chatbot, can further enhance user experience. Restaurants should leverage data from QR code orders to analyze customer preferences, peak ordering times, and inventory trends. This data-driven approach can optimize menu offerings, improve stock management, and enable personalized marketing strategies. Continuous collection of customer feedback on the digital ordering experience is essential for ongoing system improvements, resolving pain points, and increasing overall satisfaction.

## RECOMMENDED CITATION

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