

# EVALUATING THE EFFECTIVENESS OF BUZZER PAGER SYSTEM ON CUSTOMER SATISFACTION AND OPERATIONAL EFFICIENCY IN FAST-FOOD RESTAURANT

## ABSTRACT

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This study examined the key variables influencing customer satisfaction and retention at the Jollibee branch in Novaliches, Quezon City. It specifically investigates how perceived waiting time, customer comfort, perceived value, ease of service use, and satisfaction with service speed impact the overall dining experience and loyalty of patrons. Anchored in the Customer Satisfaction Theory—which suggests that satisfaction results from the degree to which a product or service meets or exceeds customer expectations—The study aimed to provide actionable insights into enhancing service quality and customer engagement within the fast-food industry. This study aims to analyze how specific factors influence customer satisfaction and how that satisfaction, in turn, affects customer retention. A qualitative research approach was adopted, with data collected from 100 respondents, equally divided between 50 male and 50 female customers of the fast-food restaurant. The research findings provide actionable insights that fast-food chains and similar businesses can use to optimize their customer service strategies, strengthen customer relationships, and build lasting brand loyalty. The age distribution of respondents shows that the majority—71% (71 individuals)—are between 18 and 24 years old. A smaller segment, 8% (8 respondents), falls within the 25–30 age range, while 10% (10 respondents) are under 18 years old. The total sample comprises 100 participants, evenly divided between males (50) and females (50). This demographic profile indicates that the study primarily involves a younger population, with a strong representation of youth among the respondents. The implementation of buzzer pager devices significantly streamlines restaurant operations by reducing counter congestion and enhancing order flow. During peak hours—such as lunch and dinner rushes—these systems allow customers to wait comfortably away from the ordering area, freeing up space for new patrons. This not only improves operational efficiency but also contributes to a more pleasant and organized dining environment. One of the most notable benefits of the buzzer pager system is its positive impact on the customer experience, as it minimizes perceived wait times and fosters a more orderly and responsive service process.

## RECOMMENDED CITATION

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