

FOOD-DELIVERY RIDER PERFORMANCE AND SERVICE OPERATIONS AT MCDONALD'S IN QUEZON CITY

ABSTRACT

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Food-delivery riders support the operational efficiency and service quality of fast-food restaurants by collecting orders, selecting routes, communicating with customers, and handling food during delivery. These activities may be associated with delivery time, order accuracy, and customer experience. This study examined the relationship between food-delivery rider performance and service operations at McDonald's in Quezon City, with attention to operational efficiency, customer satisfaction, and service quality. The study used a quantitative descriptive-analytical research design. Numerical data were collected from customers through a structured survey and analyzed using descriptive statistics and a test of association. Respondents rated McDonald's service quality as satisfactory across the five SERVQUAL dimensions. The analysis reported a strong and statistically significant relationship between food-delivery rider performance and service-operation outcomes, including customer satisfaction. No coefficients, test statistics, p-values, or dimension-level results were provided. The findings suggest that food-delivery rider performance is associated with customers' assessments of service operations and satisfaction. Riders may therefore be considered an important component of the restaurant's extended service process. Because the study was correlational, the reported relationship does not prove that rider performance directly caused changes in service quality or customer satisfaction.

RECOMMENDED CITATION

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