

RELATIONSHIP BETWEEN SUSTAINABILITY PRACTICES AND GUEST SATISFACTION AT GUBAT QC RESTO

ABSTRACT

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This study examined sustainability practices and guest satisfaction at Gubat QC Resto. It focused on reusable containers and utensils, banana leaves as disposable plate alternatives, and traditional Filipino bare-hand dining or pagkakamay. Guided by SERVQUAL theory, the study considered these practices in relation to service quality, cultural authenticity, and overall guest satisfaction. The study used a descriptive-correlational design. One hundred recent diners at Gubat QC Resto in Quezon City were selected through quota sampling. A structured questionnaire with Likert-scale items and checklists collected demographic data and ratings of sustainability practices and guest satisfaction. Frequency and percentage described respondent profiles, weighted mean and ranking summarized practices, and Pearson correlation tested relationships. Most respondents were aged 20–24, followed by those aged 25–29, and males outnumbered females. Twice-weekly visits were interpreted as indicating loyalty. Guests agreed with the use of reusable containers and utensils, banana leaves, and bare-hand dining. Waste-segregation inconvenience was the leading challenge. Pearson correlations reportedly showed significant positive relationships between sustainability practices and guest satisfaction, leading to rejection of the null hypothesis. The findings suggest that environmentally oriented and culturally authentic practices were positively associated with guest satisfaction when accompanied by hygiene, communication, and staff guidance. Respondents identified inconvenience and limited awareness as concerns. Continuing staff training, improved waste management, clearer guest orientation, and operational guidelines are recommended.

RECOMMENDED CITATION

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