

SERVICE DELAYS DURING PEAK HOURS AND CUSTOMER SATISFACTION AT MCDONALD'S PUREGOLD MONTALBAN

ABSTRACT

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KEYWORDS

customer satisfaction, service delays, peak hours, technical inefficiency, service recovery, fast-food operations

ARTICLE ID

AASGBCPJMRA-AB46373

Fast-food establishments depend on timely and convenient service, particularly during peak hours. Delays associated with staffing, teamwork, queue management, order accuracy, equipment, and technology may affect customer perceptions and satisfaction. This study examined service-delay factors at McDonald's Puregold Montalban. The source describes a planned quantitative descriptive design intended to assess staff availability, queue management, employee workload, order accuracy, and equipment concerns. It states that measurable data would be collected and analyzed for patterns and relationships, but it does not report the completed sample, sampling procedure, questionnaire, validation, or statistical analyses. Respondents identified lengthy staff resolution of technical problems as the leading concern, reported at a frequency of 76 (13.17%). Technology-related delays and failure to remind customers of orders each accounted for 10.40%, while broken equipment and difficulty managing heavy workloads accounted for 10.23%. Staff appearing overworked was the least frequently reported concern at 7.28%. The source results end with an incomplete sentence after stating that digital tools were in use. The findings indicate that technical problems, service recovery, staffing, queue management, workload, order accuracy, and equipment failures were perceived as contributing to peak-hour delays and reduced customer satisfaction. Timely service, adequate staffing, and reliable systems may improve the dining experience.

RECOMMENDED CITATION

Barona, J. K., Colanta, D., Garcia, M. J., Mag-Ugat, C., & Raton, B. (2026). Service Delays during Peak Hours and Customer Satisfaction at McDonald's Puregold Montalban. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(6), 70.