

# RELATIONSHIP BETWEEN FOOD SERVICE QUALITY AND GUEST SATISFACTION AT CAFÉ SIENA, ANTIPOLLO CITY: BASIS FOR SERVICE-IMPROVEMENT STRATEGIES

## ABSTRACT

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### KEYWORDS

*food service quality, guest satisfaction, servqual, restaurant service, café siena, service improvement*

### ARTICLE ID

AASGBCPJMR-AB77362

This study examined the relationship between food service quality and guest satisfaction at Café Siena in Antipollo City, Philippines. Guided by the SERVQUAL model, it assessed tangibles, reliability, responsiveness, assurance, and empathy in relation to guest satisfaction. The study sought to identify areas for improving the dining experience and encouraging customer loyalty. The study employed a correlational research design and surveyed 40 guests at Café Siena using a standardized questionnaire. Respondents were selected through purposive sampling. The questionnaire measured demographic characteristics, satisfaction across service-quality dimensions, and commonly encountered problems. Data were analyzed using frequency and percentage distribution, weighted mean, and Pearson correlation. Most respondents were single young adults aged 25–34 who visited the café two to three times per month, mainly for special occasions. Guests reported high satisfaction with food quality and taste (mean = 3.55), food presentation (mean = 3.52), responsiveness (mean = 3.42), empathy (mean = 3.45), dining ambiance (mean = 3.58), and menu variety (mean = 3.44). Delays in food preparation and service were identified as a concern (mean = 3.02). Food service quality had a weak but statistically significant positive relationship with guest satisfaction ( $r = 0.319$ ,  $p < 0.05$ ). Café Siena was rated favorably for food service overall, but guest satisfaction may be improved by reducing service delays and maintaining consistent food quality. Because the relationship between service quality and satisfaction was weak, the establishment may also consider kitchen coordination, standardized recipes, staff training in time management, and improvements to the dining atmosphere.

### RECOMMENDED CITATION

Liwayway, J. E., Lorezo, J., Refugia, J., Ronato, C., & Villanueva, K. I. (2026). Relationship Between Food Service Quality and Guest Satisfaction at Café Siena, Antipollo City: Basis for Service-Improvement Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(6), 78.