DIGITALIZED SERVICES: ORDERING SYSTEMS AND CUSTOMER SERVICE EFFICIENCY AT A CASUAL RESTAURANT

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ABSTRACT

This study examined digitalized ordering systems and customer service efficiency at SaladStop! in Trinoma, EDSA. As food-service operations increasingly adopt mobile applications, self-service kiosks, and QR-code menus, digital technology has become important in meeting customers' expectations for speed, accuracy, and convenience. Guided by the Technology Acceptance Model (TAM), the study examined order accuracy, service speed, usability, and customer satisfaction in relation to digitalized ordering systems. It used a descriptive quantitative research design and collected survey data from 30 customers and staff members. Responses were analyzed using frequency distribution, percentage, and weighted mean. Most respondents were 23–27 years old, and most customers preferred the QR-code ordering system to manual ordering. Respondents generally perceived the digitalized ordering system as improving accessibility, service speed, and order accuracy. They also agreed that the system contributed positively to customer satisfaction. However, challenges were reported during peak hours and among older users who were less familiar with digital technology. The findings suggest that digital ordering systems may improve customer service efficiency in casual restaurants by reducing wait times, minimizing errors, and streamlining operations. They are consistent with the Technology Acceptance Model, which emphasizes the roles of perceived usefulness and ease of use in technology acceptance. Staff training and system improvements are recommended to address implementation challenges and support consistent service quality across customer groups.

RECOMMENDED CITATION

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