

RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION AT KENNY ROGERS SM FAIRVIEW

ABSTRACT

AUTHORS

Althia Mea Arro
Alessandra Nicole Boloseño
Christian Gerona
Joshua Lucas
Angelina Mison

RESEARCH ADVISER

Dana Rae B. Boatis, LPT

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Hospitality Management

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This study examined the relationship between service quality and customer satisfaction at Kenny Rogers SM Fairview and considered its implications for customer retention. It evaluated responsiveness and empathy, together with other service-quality dimensions, to determine how service experiences were associated with customer satisfaction. The study focused on crew performance, service speed, cleanliness, and customer treatment as factors relevant to repeat patronage. The study used a correlational research design. Data were collected through a survey questionnaire administered to 70 customers of Kenny Rogers SM Fairview. Respondents were selected through simple random sampling to provide representation of customer experiences. Most respondents were 21–25 years old (40%), female (53%), and single (69%). Most visited the restaurant one to three times per month, primarily for casual dining (70%). The findings showed a strong positive relationship between service quality and customer satisfaction. All five service-quality dimensions—tangibility, reliability, responsiveness, assurance, and empathy—were reported as significantly related to satisfaction. Empathy ($r = 0.52$) and responsiveness ($r = 0.51$) had the strongest reported correlations. The findings indicate that meeting customers' needs and expectations across the measured service-quality dimensions is important to customer satisfaction. Particular attention to empathy and responsiveness may help the establishment improve the customer experience. The proposed recommendations are intended to help the restaurant strengthen service delivery and better meet customer expectations.

RECOMMENDED CITATION

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