

# Conceptual framework showing the variables essay sample

[Food & Diet](#)



This chapter introduces the significant perceptions that are used right through this study; this involves dining experience and the students' satisfaction in food chains. The term fast food is use for the food which can be prepared and served quickly than any other meal, minimum preparation time is considered for fast food, generally this term refers to food sale in restaurants and stores with low time preparation and served to customers in form of packaged for take away /takeout. Fast foods chains are upgrading globally, and in fact there's a lot of food chains that happens to be known here and outside the country. Fast food is highly processed and prepared on a large scale from bulk ingredients using standardized cooking and production methods and equipment. In the United States, consumers spent about US\$110 billion on fast food in 2000 (which increased from \$6 billion in 1970).

The National Restaurant Association forecasts that fast food restaurants in the US will reach \$142 billion in sales in 2006, a 5% increase over 2005. In comparison, the full-service restaurant segment of the food industry is expected to generate \$173 billion in sales. And this usually happens globally. en. wikipedia. org/wiki/Fast\_food\_restaurant In the Philippine setting, especially in urban centers, fast-food chains are often clustered along one street. It appears that the use of a fast-food restaurant is attached to the urgency of the need for food, either physiological or social (NRA1994). National Restaurant Association (1994), Fast Food Restaurant Survey, Fast Food Restaurant Association of the Philippines.

The Philippine Star(1997) described the Filipinos as food lovers. They enjoy tasty meals. They go to fast food chains offering quick serving meals. These <https://assignbuster.com/conceptual-framework-showing-the-variables-essay-sample/>

food chains especially attracts most students. They are the group of people that regularly patronize fast-food restaurants, which accounts for the sudden boom in the fast-food industry in the Philippines. (The)PhilippineStar(1997), www. philstar. com. Saavedra (1983) cited various menus being offered by fast food restaurants as the main reason, aside from excellent service and ambience, which make one's meal truly worthwhile. Saavedra, R. (1983), "The marketing strategies of fast food restaurants: an analysis", (unpublished) In the local area specifically in Digos City, fast food chains were growing. This study was deemed vital since it explores and describes whether students are satisfied in their dining experience with the quality of the food, service and ambience of fast food chains in Digos City. Henceforth, the researcher prompted to conduct this study.

## 1. 2STATEMENT OF THE PROBLEM

The study aimed to find out the relationship between dining experience and students satisfaction in fast food chains in Digos City. Specifically, it sought to answer the following questions:

1. What is the profile of respondents in terms of:

1. 1 Gender

1. 2 Age

2. What is the level of students' satisfaction in fast food chains in terms of:

2. 1 Food

## 2. 2 Service

## 2. 3 Ambience

3. Is there a significant difference on the level of students' satisfaction when analyze by gender and age of the respondents?

## 1. 3HYPOTHESIS

There is no significance between the level of dining experience relationship and students satisfaction in fast food chain in Digos City.

## 1. 4SIGNIFICANCE OF THE STUDY

The success of the research is to find out the dining experience and students' satisfaction of every customer and the output of this study is intended for the benefit of the following: Participating Fast Food Chains. To pin point their weak areas as well as to know the profile of their customers (students) and their motivations in eating out. This may help the participating fast food chains to find ways on how best to plan their training programs and improve the quality of the dining experience in the quest to ensure a competitive advantage and long term success, The entire pool of costumer. That patronize the participating fast food chains of this study may receive better value for money than before due to improvements made in aspects in dining experience (the food, service and ambience) based on the findings/suggestions of this study. Literature. Contributes to the current literature in the fast food chain industry in the Philippines. Future Researcher. May use this study as point of reference in the future. Any vital

information the study can provide will help them make further or additional research in this area.

## 1. 5DEFINITION OF TERMS

The following terms are defined as they are used I the study.

**Food.** In this study, it refers to the tangible or touchable component of the dining experience. (Payne-Palacio & Theis, 2005).

**Service.** In this study, it refers as “ those separately indefinable, essentially intangible activities which provide want-satisfaction and which are not necessarily tied to the sale of a product or another service.” (Du Plessis and Rousseau, 2003)

**Ambience.** In this study it refers to everything that makes an impression on the people, such as design of the building, decoration, interior-color scheme and texture of walls. (Rande, 1995)

## 1. 6THEORETICAL AND CONCEPTUAL FRAMEWORK

The theoretical and conceptual framework attempts to show the variables that is measured in this study, namely; (1) satisfaction with quality of food, (2) satisfaction with quality of service, (3) satisfaction with the ambience and (4) the dining experience. Therefore, this section conceptualizes the terms of food, service, ambience and the dining experience which allow the researcher to draw significant conclusion about them.

Dining experience that goes to the quality of food, service and ambience and how they are interrelated to influence students' satisfaction in the food sector. The dimensions explained have been used in studies by different researchers. (Bojanic & Rosen, 1994; Lee & Hing, 1995; Stevens et al, 1995; Jordaan & Prinsiloo, 2001; Zeithaml & Bitner, 2003) to measure quality of food service in food industry.

### CONCEPTUAL FRAMEWORK

Shows the conceptual paradigm of the two variables of this study. Two sets of factors made up the variables under study. The variables of this study are shown in figure 1. The input is dining experience and this consists of: quality of food, service and ambience.