

Customer satisfaction essay



**ASSIGN
BUSTER**

Chapter I I. Introduction The findings of this research are mostly useful to those (managers and crews) who intend to give customer satisfaction. The research indicates the most important aspects to give 100% customer satisfaction that will benefit customers and the company as well. In the past few years significant growth has been noticed on Jollibee Foods Corporation. It has been proved that Jollibee Foods Corporation is the fastest and the largest growing company in the industry of fast food chain. Jollibee also operates branches in different countries wherein they focused and value the culture of the countries they are located in.

This thesis focused on how Jollibee Foods Corporation managed to keep the good relation with the customer and how to keep them satisfied on every visit. II. Background of the study The Jollibee Foods Corporation rose from humble beginnings to be the leading fast food chains in the Philippines. In 1975 it used to be an ice-cream parlor serving hot meals and sandwiches. With the coming of foreign franchise, Jollibee experimented with hamburgers until it came up with a recipe geared for a definitely Filipino flavor.

The company's rapid growth is attributed to its creative and innovative marketing programs, its dedication to research to continuously come up with products that will appeal to the Filipino palate and consistent staff training to provide product knowledge and quality service. Jollibee's growth is due to its delicious menu line-up – like its superior-tasting Chickenjoy, mouth-watering Yumburger and Champ hamburger, and deliciously satisfying Jollibee Spaghetti -ably complemented with creative marketing programs, and efficient manufacturing and logistics facilities.

It is made possible by well-trained teams that work in a culture of integrity and humility, fun and family-like. Every Jollibee outlet welcomes customers with a clean and warm in-store environment and friendly and efficient service. And it is this tried and tested formula of delivering great-tasting food, adherence to world class operating standards and the universal appeal of the family values the brand represents that are driving the expansion of Jollibee both locally and in the overseas market.

This study was conducted to investigate all aspects of Customer satisfaction of the Jollibee Foods Corporation as perceived by the Management team. III. Theoretical Framework According to the management team and staff of Jollibee Foods Corporation they are following standard rules of the company on how to give good quality on every product they are serving because for them patrons are really important to the company so they should always give the best for them. Also, management team and crew members are well trained on how to handle customers from different walks of life, so when problem arise it is well taken care off.

We all know that Jollibee Foods Corporation is a well known company because it is affordable and delicious foods patronized not only by the kids but the adults as well. They are keeping their good company image with a tag line of “ Sa Jollibee beeda ang saya” that surely pertains on how to keep every customer satisfied on every visit. IV. Conceptual Framework The figures shown are the main factors on how to achieve customer satisfaction based on the problems en countered by the Jollibee foods Corporation. V. Statement of the Problem

General Problem The purpose of this study is to how to keep the customer satisfaction of Jollibee Foods Corporation. The study intends to fill such weaknesses in the proponents found. 1. Availability of the product. 2. How to handle customer. 3. Quality of the product served. 4. Cleanliness and condition of the store VI. Null Hypothesis The study shows that there is no relevance between the social status of the customer and the way they communicate and react with the services given by the company. Significance of the study

This study will be as a practical guideline for the company, especially the front liner department (counter and dining staff). The outcome of this study will develop the service quality of the front liner staff in order to meet with the customers & needs and their satisfaction. If the result showed the high score, the owner would be happy with the service. In contrast, if the result showed the low score, the owner would improve the service and arrange training program. Chapter II A. Related Literature 1. Foreign Literature

Some trace the modern history of fast food in America to July 7, 1912, with the opening of a fast food restaurant called the Automat in New York. The Automat was a cafeteria with its prepared foods behind small glass windows and coin-operated slots. Joseph Horn and Frank Hardart had already opened the first Horn & Hardart Automat in Philadelphia in 1902, but their “Automat” at Broadway and 13th Street, in New York City, created a sensation. Numerous Automat restaurants were built around the country to deal with the demand.

Automats remained extremely popular throughout the 1920s and 1930s. The company also popularized the notion of “ take-out” food, with their slogan “ Less work for Mother”. Some historians and secondary school textbooks concur that A&W, which opened in 1919 and began franchising in 1921, was the first fast food restaurant (E. Tavares). Thus, the American company White Castle is generally credited with opening the second fast-food outlet in Wichita, Kansas in 1921, selling hamburgers for five cents apiece from its inception and spawning numerous competitors and emulators.

What is certain, however, is that White Castle made the first significant effort to standardize the food production in, look of, and operation of fast-food hamburger restaurants. William Ingram’s and Walter Anderson’s White Castle System created the first fast food supply chain to provide meat, buns, paper goods, and other supplies to their restaurants, pioneered the concept of the multistate hamburger restaurant chain, standardized the look and construction of the restaurants themselves, and even developed a construction division that manufactured and built the chain’s prefabricated restaurant buildings.

The McDonalds’ Speedee Service System and, much later, Ray Kroc’s McDonald’s outlets and Hamburger University all built on principles, systems and practices that White Castle had already established between 1923 and 1932. The hamburger restaurant most associated by the public with the term “ fast food” was created by two brothers originally from Nashua, New Hampshire. Richard and Maurice McDonald opened a barbecue drive-in in 1940 in the city of San Bernardino, California.

After discovering that most of their profits came from hamburgers, the brothers closed their restaurant for three months and reopened it in 1948 as a walk-up stand offering a simple menu of hamburgers, french fries, shakes, coffee, and Coca-Cola, served in disposable paper wrapping. As a result, they could produce hamburgers and fries constantly, without waiting for customer orders, and could serve them immediately; hamburgers cost 15 cents, about half the price at a typical diner. Their streamlined production method, which they named the "Speedee Service System" was influenced by the production line innovations of Henry Ford.

By 1954, The McDonald brothers' stand was restaurant equipment manufacturer Prince Castle's biggest purchaser of milkshake blending machines. Prince Castle salesman Ray Kroc traveled to California to discover why the company had purchased almost a dozen of the units as opposed to the normal one or two found in most restaurants of the time. Enticed by the success of the McDonald's concept, Kroc signed a franchise agreement with the brothers and began opening McDonald's restaurants in Illinois. By 1961, Kroc had bought out the brothers and created what is now the modern McDonald's Corporation.

One of the major parts of his business plan was to promote cleanliness of his restaurants to growing groups of Americans that had become aware of food safety issues. As part of his commitment to cleanliness, Kroc often took part in cleaning his own Des Plaines, Illinois outlet by hosing down the garbage cans and scraping gum off the cement. Another concept Kroc added was great swaths of glass which enabled the customer to view the food preparation, a practice still found in chains such as Krispy Kreme.

A clean atmosphere was only part of Kroc's grander plan which separated McDonald's from the rest of the competition and attributes to their great success. Kroc envisioned making his restaurants appeal to suburban families. At roughly the same time as Kroc was conceiving what eventually became McDonald's Corporation, two Miami, Florida businessmen, James McLamore and David Edgerton, opened a franchise of the predecessor to what is now the international fast food restaurant chain Burger King.

McLamore had visited the original McDonald's hamburger stand belonging to the McDonald brothers; sensing potential in their innovative assembly line-based production system, he decided he wanted to open a similar operation of his own. The two partners eventually decided to invest their money in Jacksonville, Florida-based Insta-Burger King. Originally opened in 1953, the founders and owners of the chain, Kieth J. Kramer and his wife's uncle Matthew Burns, opened their first stores around a piece of equipment known as the Insta-Broiler.

The Insta-Broiler oven proved so successful at cooking burgers, they required all of their franchises to carry the device. By 1959 McLamore and Edgerton were operating several locations within the Miami-Dade area and were growing at a fast clip. Despite the success of their operation, the partners discovered that the design of the insta-broiler made the unit's heating elements prone to degradation from the drippings of the beef patties. The pair eventually created a mechanized gas grill that avoided the problems by changing the way the meat patties were cooked in the unit.

After the original company began to falter in 1959, it was purchased by McLamore and Edgerton who renamed the company Burger King. While fast food restaurants usually have a seating area in which customers can eat the food on the premises, orders are designed to be taken away, and traditional table service is rare. Orders are generally taken and paid for at a wide counter, with the customer waiting by the counter for a tray or container for their food. A “ drive-through” service can allow customers to order and pick up food from their cars.

Nearly from its inception, fast food has been designed to be eaten “ on the go” and often does not require traditional cutlery and is eaten as a finger food. Common menu items at fast food outlets include fish and chips, sandwiches, pitas, hamburgers, fried chicken, french fries, chicken nuggets, tacos, pizza, and ice cream, although many fast food restaurants offer “ slower” foods like chili, mashed potatoes, and salads. 2. Local Literature The first fast food outlets were really the neighborhood stalls selling rice and cooked dishes. These stores were and are called “ turo turo”, literally point-point.

It is highly possible that a chain of these stores, owned by an enterprising housewife, could have 2 or more locations within the same vicinity, manned by a sister or any member of the family. Technically, that will be a chain of fast food outlets. If you mean Western-menu chains, KFC opened in 1967. In 1975 Mr. Tony Tan and his family opens a Magnolia Ice cream parlor at Cubao. This is later to become the 1st Jollibee Outlet. Brown Derby had up to 3 branches of a burger-and-shakes operation in the postwar period but that has dwindled to a lone takeout stand near the QC-Manila boundary.

For ice cream confections, you'll have to look into the history of Magnolia, Selecta (the original) and DQ. But if you also include Chinese restaurants that served porridge, noodle soup and steamed buns fast (as well as an oniony burger sandwich), the history of Ma Mon Luk, Charlie Wonton and Kowloon House might interest you.

B. Related Studies

1. Foreign Studies

Through the years, McDonald's remained the world's top quick service restaurant. With more than 33, 000 branches in more than 120 countries around the globe, McDonald's has served billions of customers since its first restaurant in 1955.

McDonald's history began even before the onset of the Second world war when brothers Dick and Mac McDonald started a drive-in restaurant business in Riverside California. Their menu was composed simply of 10-cent hamburgers and other drive-in products. After the war, the brothers opened a new type of restaurant in San Bernardino, California, where a little hamburger man called " Speedee" became the company's symbol Dick's and Mac's endeavors proved so successful that other operators sought out franchises from them.

In 1954 Ray Kroc exclusive sales distributor for Multimixer intrigued by the brother's " Speedee System" visited the latter in San Bernardino, Upon his return to Chicago, Kroc obtained the exclusive licensing rights to the brothers system and had become heir National Franchise Agent in April of the same year construction began on the first restaurant in what was called the Mcdonald's System Inc. The famous Golden Arches arrived in the Philippines in 1981 when George T. Yang president of McGeorge Food

Industries was awarded franchising privilege in the country by McDonald's international.

The first store opened in the busy university area of Morayta while the second was established in the prime commercial area of Cubao beside New Frontier Theater. And now as they say, the rest is history. With the desire of providing Filipino customers with high quality food and service that meet global standards, George T. Yang, opened the first McDonald's store along Morayta, Manila in 1981. Since then, McDonald's has introduced so many innovations that captured the hearts of the Filipinos. It was McDonald's who first offered the Value Meals and the Happy Meal. It was McDonald's who first provided employment opportunities for students.

And it was McDonald's who first played an active role in helping out in the community through McDonald's Charities. These and so many other "firsts" are the reasons for McDonald's phenomenal growth! Today, with Kenneth S. Yang at the helm, McDonald's is now a multi-billion-peso company with almost 274 stores nationwide! And still counting! 2. Local Studies Who would have guessed that a giant cartoon bee character could become the national symbol for delicious, affordable and fast food in the Philippines? Well, that's what began in 1975 when Tony Tan Caktiong opened an ice cream shop in Cubao, Quezon City.

The results of his efforts has been nothing short of phenomenal.

Though Jollibee began as an ice cream parlor, it was the move to diversify to more types of food like hamburgers that really put them on the map. In every major area in the Philippines, one can count on multiple Jollibee's

being around, ready to serve you a Yumburger, ChickenJoy, or your own personal favorite. In less than 10 years, in 1984, Jollibee reached the 500 million piso sales milestone. Another 5 years later in 1989, Jollibee accomplished another amazing feat – reaching the 1 billion piso sales mark – and being the first fast food chain in the Philippines to do so.

Other notable accomplishments include becoming part of the top 100 corporations in the Philippines in 1987, and becoming the first food service company to be listed in the Philippine Stock Exchange. The prestigious award of “ World Entrepreneur of the Year” was given to founder Tony Tan Caktiong in 2004 for the inspiring work he’s done. Additionally, the Far Eastern Economic Review has judged Jollibee as “ The Most Admired Company” in the Philippines over the last 6 years. What’s the secret to the success of Jollibee? Is it the creative marketing and unique branding they’ve pioneered in the the realm of fast food?

Is it the focus on traditional Filipino culture and the fact that they try to still seem a “ local favorite” despite the fact that they’re the nation’s most prevalent restaurant? I’d say it’s a combination of all these things and more. Jollibee has indeed revolutionized the fast food industry in the Philippines. Today they satisfy the appetites of Filipinos everywhere with 600 stores in the Philippines and over 30 international stores. C. Hypothesis Summary of Study This study shown the problems encountered in Jollibee Foods Corporation and the problems they usually encounter when it comes to customer satisfaction.

According to the research Jollibee usually encountered irate customers especially if they have to wait for the product they ordered. Most of the customers are not willing to wait for the said product and end up on canceling the order. The management team has brought up solution to this problem. They have established answers to the problems they are encountering and ensure that these problems are well taken care of. Specifically the study will attempt to answer the following: 1. How do the respondents' profile be described in terms of: 1. Quality of food served 2. Quality of the service given by the management and crew . Cleanliness and condition of the store 4. Age 5. Gender 6. Civil Status 7. Educational Attainment 8. Economical Status 9. Religion 1. What problems are being encountered by the respondents? 2. What suggestions are offered by the respondents to improve the services given by the company? Chapter III Research Methodology and Procedure This chapter will present detailed idea about the research will be conducted. This includes the purpose of the research, data collection method. Data Gathering Procedure There are two major approaches to gathering information about a situation, person problem or phenomenon.

Sometimes, information required is already available and only need to be extracted. However there are times when the information must be collected. Based upon these broad approaches to information gathering data are categorized as: Secondary data and Primary data. Secondary data are collected from secondary sources such as govt. publications, personal records, and primary data are collected through: observation, interviews and/or questionnaires. Data collection procedure in qualitative research

involved three basic types: Observations, Interviews, and Documents. In this study quantitative survey is used as data collection method.

Since the aim of the study is classifying service quality dimensions in dining experience from the customers' point of view, the main focus thus is customer. A questionnaire was prepared to get idea about the customer's experiences in dine-in. About 10 persons out of 15 users replied. A survey is a procedure used to collection primary data from individuals. The data sought can range from beliefs, opinions, attitudes and lifestyles to general background information on individuals such as gender, age, education and income as well as customers point of view in dinning experience.

Surveys are used when the research involves collecting information from a number of individuals The questionnaire was developed based on research question and frame of reference. The logical structure of questionnaire followed the order of service quality dimension in the frame of reference. For understanding the importance and satisfaction of each service quality dimension a 5 scale was used (5= very satisfied, 4= satisfied, 3= neutral, 2= poor, 1= very poor). Frequency & Percentage of distribution of respondents in terms of over all rating on dinning experience Over all rating |

Frequency	Percentage	Very Satisfied	6	60	Satisfied	1	10	Neutral	1	10	Poor	2	20	Very Poor	0	0	Total	10	100
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