

A Comparative Evaluation on the Quality of Products and Quality of Services of the Five Selected Fast Food Restaurants in Manila

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Abstract : The research focuses on the effectiveness, responsiveness, adequacy, and appropriateness of customer service of selected fast food restaurant using William Dunn's four evaluation criteria tantamount to the focus of the research. Due to efficiency the fast food restaurants offer and the increasing demand for acquiring its services, the researcher conducted a study on the effectiveness of customer service of five popular restaurants in Metro Manila. Using descriptive method, the research is furthered in par with evaluation and implementation of different instruments effective for data gathering to further scientific judgment. Results of this research indicate that consumers consider the quality service as the major reason in patronizing fast food restaurants while they consider cleanliness and customer satisfaction as their least concern. Details of this study provided support on how the proposed operational model can further improve the services of fast food restaurants.

Keywords : customer satisfaction, customer service, restaurant management, business operations

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