Podium Presentation

Customer Satisfaction of a Hotel's Food and Beverage Services

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Abstract

This study determined the satisfaction of customers on the food and beverage services of a hotel in Mandaue City, Cebu, Philippines. The study ascertained the profile of the customers and their satisfaction in terms of product, environment, and people.

This descriptive-correlational study utilized purposive sampling. There were 300 respondents surveyed in the study. The research setting was Amo's Café, Alpa City Suites, Mandaue City, Cebu, Philippines. Statistical treatment used were simple percentage, sum of ranks, weighted mean, and multiple regression.

Majority of the respondents were male, less than 34 years old, Asians, Roman Catholic, walk-in clients, and dined in the café with business-related transactions. The respondents were very satisfied with the aspects of product and environment. However, the aspect of people was rated satisfactory. Origin/nationality had a significant relationship with the level of satisfaction. This result also showed a low correlation.

For management to gain the trust of customers and maintain customer satisfaction, higher standards of knowledge and skills for the service staff should be strongly developed through a comprehensive training.

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