


The Customers' Satisfaction on Chowking Iligan's Services Vis-a-Vis Its Service Strategy

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Abstract

The study deals with determining the customers' satisfaction on Chowking's services in Iligan City vis-a-vis its service strategy. Customers' satisfaction was operationally defined in terms of the level of satisfaction of Chowking's customers on the components of its service strategy, namely, the quality of food served, efficiency of services, friendliness of atmosphere, and the affordability of prices; the extent of effectiveness of its service strategy; and in terms of the problems encountered by its customers. The study found out that the customers of Chowking-Iligan were generally very satisfied on the friendliness of atmosphere and the quality of food served. They, however, did not demonstrate a high satisfaction level with respect to the prices and efficiency of services, though they are found to be satisfied. Chowking-Iligan was assessed to be highly effective in its friendliness of atmosphere and quality of food served ser-

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vice strategies. Its prices of the food and efficiency service strategies were found to be effective. It was also found out that majority of its customers did not encounter any problems. The study was able to establish that there was a highly significant difference between the proportion of customers who were satisfied and those who were not. There was no significant difference in the daily services of Chowking-Iligan based on the level of satisfaction of the customers with respect to the days of the week.

Introduction

Chowking Food Corporation was established in 1985. This period was marked by an economy being frozen on its tracks. The stock market plunged into new depths and trouble brewed in the streets. Even though the country's situation had slipped into a self-destruct mode, two resolute, stout-hearted men moved in. Mr. Robert F. Kuan and Mr. Tony Tancaktiong who had been flushed with the success of the phenomenal Jollibee, agreed to be the other half of what would become the formidable Chowking team.

Chowking Food Corporation was incorporated on February 19, 1985. It was positioned as a general Chinese restaurant offering the better alternative to Western fast-food fare. The new entrant to the industry adopted a differentiated posture in the area of food preparation: a distinct cook-upon-order policy that assured the customer of fresh, home-cooked quality products that set it apart from the rest.

In less than ten years, the company had made their presence felt in Mindanao with outlets in Cagayan de Oro, Davao City, General Santos and in Iligan City.

Chowking-Iligan started its business on December 19, 1996 with a total number of manpower of forty-five (45): four (4) supervisors one (1) store accountant, one (1) franchise accountant, five (5) cashiers, twenty (20) kitchen staff, and fifteen (15) service staff.

Over the years, Chowking, as a general Chinese restaurant has maintained its supremacy in the Chinese segment of the industry, enabling it to reinforce its position as the No. 1 Chinese fast-food chain in the country.

In order for the company to maintain its supremacy, it established standards in its service. Chowking's service strategy is to produce consistently high quality foods in a friendly atmosphere, with fast and efficient service at affordable prices.

Statement of the Problem and Objectives of the Study

This study aimed at determining the customers' satisfaction on Chowking's services in Iligan City vis-a-vis its service strategy. More specifically, it sought to determine the customers' level of satisfaction on the components of the service strategy, which include the quality of food served, the efficiency of services, the friendliness of atmosphere, and the affordability of prices. It also aimed to find out the extent of effectiveness of its service strategy measured in terms of customers' satisfaction. The problems that have been encountered by its customers would also be tackled. The study further tried to establish whether there is a significant difference between the proportion of customers who are satisfied and those who are dissatisfied with its services with respect to the days of the week; and whether there is a significant difference in the daily services offered by Chowking-Iligan measured in terms of the level of satisfaction of the customers.

Statement of Hypotheses

The following hypotheses were drawn and tested at .05 level of significance.

1. There is no significant difference between the proportion of the customers who are satisfied and the customers who are dissatisfied with Chowking's services with respect to the days of the week.
2. There is no significant difference in the daily services offered by Chowking as measured by the level of satisfaction of its customers.

Scope and Research Methods

The study comprised mainly of three parts: the level of satisfaction on Chowking-Iligan services, the extent of effectiveness of Chowking's service strategy measured by the level of satisfaction of the respondents, and the problems that customers have encountered.

The subjects of the study were the 300 customers who actually dined at Chowking-Iligan during the period of the study. The subject was defined as any customers who actually dined at Chowking-Iligan at the time of the study

and those who possessed the ability to respond to the purpose of the study. It employed ad descriptive research design.

Based on the average number of order slips per day, which is 150, a quota of one-third or 50 customers per day for six-day distribution (a total of 300) were chosen through simple random sampling by means of lottery. The actual selection was done in the following manner: 1) The dining table layout was determined and each table was assigned a number from 1 to n. Since each table has four chairs, only one sheet was assigned to each table, regardless of where the customer sits in the table 2) Lottery was used to determine at which table the selection should start. 3) A total of 50 sheets or 50 tables per day were pre-drawn/selected broken down as follows: 7:00 – 10:00 A.M. – 12 tables; 10:01- 12:00 NN – 13 tables; 12:01 – 3:00 P.M. – 12 tables; and 3:01 – 8:00 P.M. – 13 tables. This was done until 6 days. In anticipation of the possibility that some pre-drawn tables may not have customers dining-in at the time of distribution or in the even that some chosen respondents would not cooperate, (5) sheets of paper representing 5 tables were drawn as alternates. For each day throughout the six-day distribution period, 50 numbered tables were pre-drawn.

The main instrument used was a structured-undisguised questionnaire. The respondents were asked to provide the needed data by encircling the number corresponding to their feeling, opinion, or experience towards Chowking's services. The questionnaire consisted of a four-point scale and an open-ended question.

Data were collected from 25 customers every morning and 25 customers in the afternoon until evening. The data collection period started on September 21 and ended on September 26, 1998.

Both descriptive and inferential statistics were employed. Specifically, frequency distribution, weighted mean, Pearson Product Moment Correlation and Friedman Two-way Analysis of Variance by Ranks were employed. For the level of satisfaction and extent of effectiveness, the following scale and cut-off values were employed

<i>Weights</i>	<i>Descriptive Rating Scale</i>	<i>Cut-off Values</i>	<i>Extent of Effectiveness</i>
4	Very satisfied	3.25 - 4.00	Highly effective
3	Satisfied	2.50 - 3.24	Effective
2	Dissatisfied	1.75 - 2.49	Less effective
1	Very dissatisfied	1.00 - 1.74	Ineffective

Findings

Based on the data that were gathered from the 300 customer-respondents of Chowking who actually dined-in, the following finding were revealed:

1. It was found out that the customers of Chowking-Iligan were generally very satisfied on the friendliness of atmosphere and quality of food served by the establishment.
2. The customers of Chowking-Iligan judged the quality of food served as fresh, tasty, possessing favorable aroma or smell of food, having a variety of food assortment and good food presentation as shown by their high level of satisfaction on the mentioned attributes.
3. Customers of Chowking-Iligan were satisfied on the affordability of prices. They considered the prices of CHOWKING'S food affordable, reasonable, and within the range of their expected prices.
4. The customers of Chowking were not highly satisfied on the manner or accuracy by which their orders are taken and served as shown by the relatively lower weighed means of the components of the efficiency of service.
5. Though the customers not highly satisfied on the prices and efficiency of service of Chowking-Iligan, customers were still very satisfied on the over-all services as evidenced by the general weighed mean of 3.27.
6. Chowking was highly effective on the friendliness of atmosphere.
7. The quality of food served was assessed as highly effective.

8. Prices of the food and efficiency of service of CHOWKING-Iligan were assessed to be effective.
9. Majority of the customers did not encounter any problems.
10. It was found out that among those with problems, more customers encountered problems on the efficiency of service of Chowking than those who encountered problems on the quality of food and atmosphere.
11. It was found out that there was a highly significant difference between the proportion of customers who were satisfied and customers who were dissatisfied as shown by the Friedman Statistical Value of 12 greater than the P-value of .0025 at .01 level of significance.
12. There was no significant difference in the daily services of Chowking-Iligan as revealed by the level of satisfaction of the customers with respect to the days of the week and as reflected by the Friedman Statistical Value of 1.667 greater than the P-value of .8931 at .05 level of significance.

Conclusions

Based on the findings, the following conclusions are drawn:

1. Chowking is assessed to be highly effective in the implementation of its service strategy as manifested by the level of satisfaction of its customers. However, there are important areas such as efficiency of service and affordability of prices that Chowking must consider.
2. There is a highly significant difference between the proportion of customers who are satisfied and customers who are dissatisfied. This shows that customers who are satisfied outnumbered those who are not.
3. There is no significant difference in the daily services of Choking-Iligan as measured by the level of satisfaction of the customers with respect to the days of the week. In other words, Choking has been consistent in rendering its services to customers.

Recommendations

1. Since Chowking is not highly effective on efficiency of service, particularly on the speed and accuracy of order taking, accuracy of serving ordered foods, Chowking-Iligan management must conduct a review of its system of taking and serving orders must be made to further simplify the process.
2. The counter persons should not leave their post during their working hours.

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