

# INFLUENCE OF SERVICE QUALITY TO CUSTOMER SATISFACTION AMONG CATERING SERVICES IN TAGUM CITY

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## Abstract

Customer Satisfaction among catering services is important to help the business run smoothly without encountering a lot of problems and difficulty to improve the business profit and maintain its productivity. This study was conducted to determine the Influence of Service Quality to Customer Satisfaction among Catering Services in Tagum City. Moreover, to determine the significant relationship between Service Quality and Customer Satisfaction among Catering Services in Tagum City and to measure the level of Service Quality in terms of: Tangibles, Reliability, Responsiveness, Assurance and Empathy. As well as to, assess the Level of Customer Satisfaction in terms of: Subjective Factors and Objective Factors. The total numbers of respondents involved in the online survey were 150 customers of Catering Services in Tagum City. This research uses a quantitative, non-experimental research design utilizing correlation technique. Mean, Pearson  $\text{®}$  and multiple regression analysis was used as statistical tools for the data analysis. The results showed that there is a significant relationship between Service Quality and Customer Satisfaction. Lastly, the domains in Service Quality which are the Empathy, Assurance and Responsiveness significantly influence Customer Satisfaction.

**Keywords:** Service Quality, Customer Satisfaction, Catering Services, Tagum City, Philippines

## 1. Introduction

Customer Satisfaction among catering services is essential to help the business run smoothly without encountering many problems and difficulty to improve the business profit and maintain its productivity. Today, it's challenging to attain Customer Satisfaction due to various reasons such as Competition, Demand, Poor Budgeting, and Quality of the Product provided to customers because customers do not buy goods or services; they believe the benefits of goods and services delivered with them. The item's highlights, capacities, reliability, deal action, and client care are the main themes expected to meet or surpass the clients' fulfillment. Fulfilled clients typically bounce back and purchase more. Other than buying more, they likewise function as an organization to arrive at other possible clients by sharing encounters. (Hague & Hague 2016.)

In the Philippines, the customers often look for value in the full service and its cost. Moreover, the delivery of services and the most profitable products in this competing market is one of the essential aspects to ensure customers' attention. On the off chance that consumer loyalty is acquired, certainly, client dependability will likewise show up with it. Accordingly, when the association wins a client, it should keep a decent connection with the client. The nature of labor and products in the twentieth century is to fulfill the clients and have a protected

position. It helped the clients essentially on consuming Subjective items (Rebekah & Sharyn 2004.)

In Tagum City, research does not elucidate the idea that clearly explained the relationship between Service Quality and Customer Satisfaction, particularly among Catering Services. For this reason, as buffet restaurant services in our locality continue to grow, researchers have been convinced and urged to conduct the survey to look for a new understanding of the factors of service quality that influence customer satisfaction to understand its relationship.

### **1.1 Literature Review**

To support the findings of this investigation the researchers present readings and revisions from books, other researchers, publications, magazines, journals, newspapers, internet sources, and other articles that served as the researchers' references.

#### **Service Quality**

Because of the fluctuation in the meanings of service quality, numerous strategies have been a plan to quantify service quality. Parasuraman et al. (1985) foster a 22-thing SERVQUAL scale, comprising five aspects, specifically Tangible, Reliability, Responsiveness, Assurance, and Empathy, to gauge service quality. The SERVQUAL instrument places that service quality is the distinction between clients' assumptions and their clear view of the real help, known as the disconfirmation approach. In light of this methodology, the clients' assumptions and discernment after offering support (D Chingang Nde, 2010).

Service quality is more challenging for the client to assess than products quality. Service quality is "intangible" because services, as performance, are challenging to evaluate before a sale. In addition, because of this intangibility, service providers can experience issues discovering how buyers see their service. The service quality can be the way clients serve in an association, which could be excellent or poor (Khan, 2003).

Service quality is an essential achievement factor in an association's undertakings to separate itself from its rivals. Robinson (1999) indicated that service quality could characterize the client's mentality or judgment about service superiority. With different administrations accessible in various areas, clients are getting requests, and quality in the assistance area is acquiring significance for firms to remain competitive. Service quality can characterize the client's mentality or judgment about the predominance of assistance (Robinson, 1999). Kotler and Keller (2009, pp. 789) tended to "any intangible act of execution that one party offers to another that doesn't bring about the responsibility for." The meaning of service quality advances with the times, yet offering quality types of assistance intends to fulfill clients. (Y Chi, 2016).

Offering phenomenal service quality is broadly perceived as an essential business necessity (Van der Wiele et al., 2002). The organization should give excellent quality support to all clients to arrive at the clients. Service quality is the center of service promoting, whether actual item fabricating ventures or service industry. With the improvement of our general public these days, it turns out to be more competitive for some organizations in the assistance markets. As individuals' expectations for everyday comforts rise, they need great things from the organization when clients purchase items and fulfill service quality. Many creators have additionally talked about service quality. Thus, the nature of objects is enormous; however, the assistance quality is also fundamental for the specialist co-ops. A proper assessment of the service quality from the clients is vital for the organizations. One of the determinants of a company's prosperity is how clients see the subsequent service quality, as the apparent help quality is the critical driver of seen esteem (Collart, 2000).

Research has shown that excellent service quality prompts the maintenance of existing clients and the fascination of new ones, decreased costs, upgraded corporate picture, positive verbal exchange proposal, and, eventually, improved benefit (Cronin et al., 2000). The past exploration shows that service quality is fundamental for organizations. Estimating service quality is a superior method for directing whether the services are positive or negative and whether the clients will be happy with the assistance (JM Agbor, 2011).

Analysts have tracked down troubles in characterizing the idea of service quality (Parasuraman et al., 1985). These troubles are essential because of how the services were created, consumed, and assessed (Chelladurai, 1999). Gronroos (1984) and Zeithaml et al. (1990) contend that service quality is more confounded than product quality. The essential trait of items empowers blunders underway to be handily distinguished. In this way, promptly, arrangements are made to address the missteps before offering to clients. Contrasted and product quality, service quality is challenging to gauge because services are conceptual elements with intangible, short-lived, heterogeneous, and synchronous Customer Satisfaction (Lovelock, 2001). Therefore, a few definitions have been given to support. Among the reasons for services are "activities that move values" (O'Sullivan et al., 2002), "the exchange with the shortfall of possession" (Lovelock, 2001), "deeds, cycles and exhibitions," which accompany their intrinsic characteristics to separate them from products (Zeithaml, 1998).

There are three prospects under the disconfirmation approach: positive, negative, and zero. The positive disconfirmation happens when the apparent assistance is higher than the assumption. At the same time, the negative disconfirmation exists on the off chance that the evident service quality is lower than the assumption. Zero disconfirmation alludes to the situation when the apparent assistance is equivalent to belief (Atila Yuksel, 2008).

By incorporating the five aspects in SERVQUAL, service quality is a multi-faceted peculiarity (Vandamme and Leunis, 1993, Bougoure and Neu, 2010). The five elements in SERVQUAL are characterized as underneath (Parasuraman et al., 1988).

### **Customer Satisfaction**

Customer satisfaction is generally viewed as the fundamental component influencing client buying expectations. Fulfillment can likewise be an individual's sensations of delight or frustration because of looking at an item's apparent exhibition or result with their assumptions (Kotler and Keller, 2009).

To address clients' issues is the specialist co-op's center concern; subsequently, they should focus closer on this piece of the assistance. Customer satisfaction should be the objective for the service providers. Past analysts have observed that customer satisfaction can assist brands in fabricating long and beneficial associations with their clients (Eshghi, Haughton and Topi, 2007).

Assuming an organization neglects to fulfill buyers as really and effectively as its opponents, it can lose a piece of the market share, clients, and financial backers. Thus, it is likewise fundamental for service providers to offer client care and consideration. Moreover, it is an essential estimation of an association's performance (Morgan and Rego, 2006).

Given the essential job of customer satisfaction, it isn't actually to be expected that an assortment of examination has been given to exploring the determinants of fulfillment (Churchill and Surprenant, 1982; Oliver, 1980; Barsky, 1995; Zeithaml and Bitner, 2003). Bliss is not set in stone by emotional (e., g., client necessities, feelings) and goal factors (e. g., item and service highlights).

The level of customer satisfaction determines the success of any company. Customers often come "first" when a company starts, followed by benefits. Companies that excel in fully satisfying their customers will stay at the industry's top. The business should ensure that they

offer complete service equal to their monetary value. The best way to hold consumers' interest is to give the best and most great products in this competitive environment. Assuming customer satisfaction is acquired, it is practically inescapable that customer loyalty will follow. Customer satisfaction is affected by exact item or service highlights and view of value. Consequently, when the client is happy with the item or service of the organization, it can make the client buy now and again and prescribe products or services to possible clients. A business association can't develop assuming the organization overlooks or ignores clients' requirements (Tao, 2014).

Their relationship has started strong scholastic interest among researchers throughout the long term (Bitner, 1990). Even though analysts by and large concur in regards to the positive connection between service quality and customer satisfaction, their causal relationship, whether service quality causes customer satisfaction (Bolton and Drew, 1991; Parasuraman et al., 1994; Spreng and Mackoy, 1996) or customer satisfaction drives service quality (Bitner, 1990) is as yet a contention (Shemwell et al., 1998).

### **Correlation between Measures**

There is a significant relationship between the two variables wherein service quality generally impacts customer satisfaction. Service quality and customer satisfaction are, without a doubt, the two fundamental ideas in showcasing hypothesis and practice (Spreng and Mackoy, 1996). In the present severe conditions for all service organizations, the essential highlight economic upper hand lies in conveying top-notch administration that will, this way, bring about fulfilled clients (Shemwell et al., 1998).

According to the clients' point of view, they need to get good quality results and need significant assistance. Accordingly, service organizations need to further develop service quality during service conveyance and gain customer satisfaction (Crotts, 1999). A service offering resembles a cycle. Along these lines, service quality is fundamental for customer satisfaction in affecting recurrent support, and positive informal exchange is very much reported. In addition, the significance of customer satisfaction and service quality has been demonstrated applicable to assist with working all in all exhibitions of organizations. (Magi and Julander, 1996)

To win the present commercial center involves the need to construct client connections and not simply make the items; building client connections implies conveying better worth over contenders than the objective clients (Kotler et al., 2009). The assessment of the help quality for an organization is found on the clients; it was evident that clients assume fundamental parts in the authoritative interaction (Lee and Ritzman, 2005). Whether an organization offers excellent service quality will rely upon the clients' input on the fulfillment they get from consuming the items since more elevated levels of value lead to more significant levels of customer satisfaction (Kotler and Keller, 2009).

Because of the various assumptions from clients, specialist co-ops need to contemplate different ways to develop service quality further for expanding customer satisfaction. The help interaction resembles a chain of equal and consecutive exercises that an organization ought to consider how to offer excellent assistance. Numerous researchers have concentrated on the connection between customer satisfaction and service quality, proposing that service quality is essential in deciding customer satisfaction. Notwithstanding, when specialist co-ops offer types of assistance to the clients in the help conveyance, now and again, there will be a few distinctions between the client assumptions and company impression of client assumptions (Wilson et al., 2008). These days, further developing the service quality for clients is vital. Knowing what the client needs is enormous for organizations to create benefits and improve their standing.

Since customer satisfaction and service quality are two questioned ideas of the promoting hypothesis and practice (Spreng and Mackoy, 1996.) As Kotler and Keller (2009):

pp.169) state: "fulfillment relies on item and service quality." There is no question that the economic upper hand lies in conveying excellent help that will bring about fulfilled clients (Shemwell et al., 1998). This way, there isn't so much as a measure of uncertainty concerning the significance of service quality and customer satisfaction as definitive objectives of service providers (Sureshchandar et al., 2002).

An essential arrangement exuding from the broad scope of writing on service quality and customer satisfaction is that quality and Satisfactionsatisfaction are theoretically unmistakable yet firmly related builds (Shemwell et al., 1998). The new exploration likewise saw that service quality and customer satisfaction are firmly connected; it tends to visit from the high connections between's them (Sureshchandar et al., 2002).

It is well-informed that interests in customer satisfaction, client connections, and service quality lead to productivity and the overall industry (Rust and Zahorik, 1993).

Service Quality relatively influences Customer Satisfaction. Those indicators can help the catering services become more competitive and different. By these, you can draw in more clients, and it would be helpful as far as a great benefit. Customer satisfaction affects brand faithfulness, and the actual re-buy conduct of a similar brand prompts long-term business benefits. Then again, the idea of devotion is complicated to clarify. Many creators have given meanings of reliability, yet at the same time, there is no bound together definition to the thought. Walsh et al. (2008, 977-1004). Loyalty can be perceived as the demonstration of constantly purchasing or consuming labor and products from the opposition.

## 1.2 Research Objectives

The primary purpose of this research is to determine the influence of service quality on customer satisfaction among catering services in Tagum City.

The following objectives are:

1. To measure the level of service quality in terms of:
  - 1.1 Tangibles
  - 1.2 Reliability
  - 1.3 Responsiveness
  - 1.4 Assurance
  - 1.5 Empathy
2. To assess the level of customer satisfaction in terms of:
  - 2.1 Subjective Factors
  - 2.2 Objective Factors
3. To determine the significant relationship between Service Quality and Customer Satisfaction.
4. To determine which domain of service quality significantly predicts customer satisfaction.

## 1.3 Hypothesis

The study hypothesis was tested at a 0.05 level of significance, stating no significant relationship between Service Quality and Customer Satisfaction in Catering Services.

## 2. Method

### 2.1 Research Design

This Study was non-experimental, using the co-relational method. **Correlational** exploration is a non-experimental research technique. A researcherestimates the two variables comprehends and evaluates the real connection with no impact from any random variable.



This Study dealt with quantitative data based on a mentioned phenomenon. It has been given an appropriate time and schedule to gather the data design for the respondents that answered the questions made by the researchers. The data collected represents a count or a number, with each data set having a distinct numerical value. Surveys and questionnaires are often used to gather data for statistical analysis and are sent to a particular segment of the population. This study focuses on determining the Influence of Service Quality on Customer Satisfaction among Catering Services in Tagum City.

## **2.2 Population and Sample**

Random sampling was used in the selection of the respondents. The Study's finding was specific to the selected catering services in Tagum City. The scope and the sample limited the possibility for the general applicability of the findings. Accordingly, even though there could be standard features, the findings may not have general applicability to other systems.

## **2.3 Data collection Procedure**

After getting the approval of the panel members, the researchers have undergone the steps and procedures to gather data for the Study. Permission to conduct the survey made by the researchers was done by asking permission from the assigned personnel among catering services in Tagum City. Researchers discussed the details of their research and sought permission from them for the necessary data collected. After seeking approval, the researchers started conducting the study to the respondents.

Then the permission was granted, the questionnaires were distributed, and the appropriate instructions were given and explained through google forms, where they were filled up online. Furthermore, the researchers retrieved the questionnaires after answering all the items. Finally, the researchers tallied and tabulated all the data gathered from the respondents, subject to statistical analysis. The statistical result has been formulated based on the findings of the Study.

## **2.4 Data Analysis**

The data gathered through the research instruments were tallied, tabulated, interpreted, and analyzed using Mean, Pearson-r and Multiple Regression Analysis. Mean was used to determine the level of service quality and level of customer satisfaction, Pearson-r was used to determine the relationship between service quality and customer satisfaction and finally, Multiple Regression Analysis was used to determine service quality's influence on customer satisfaction among catering services in Tagum City.

## **3. Results**

### **3.1 Level of Service Quality**

Shown in Table 1, the mean indicators of Service Quality with an overall mean of 3.99 are described as high with a standard deviation of 0.70. The high level could be attributed to the increased rating given by the respondents in all of the indicators. It means that the respondents' response to employees' service quality in Catering Services in Tagum City was much observed in Tangible, Reliability, Responsiveness, Assurance, and Empathy.

The given overall mean score was the result gathered from the following computed mean scores from highest to lowest: 4.06 or high descriptive level for Empathy phase with a standard deviation of 0.73; 4.00 or high descriptive level for Assurance phase with the standard

deviation of 0.76; 4.00 or high descriptive level for Responsiveness phase with the standard deviation of 0.75; 3.98 or high descriptive level for Tangibles degree with the standard deviation of 0.77; and 3.93 or high descriptive level for Reliability phase with the standard deviation of 0.70. This implies that the level of service quality perceived by customers was satisfactory.

**Table 1. Level of Service Quality**

| <b>Indicators</b>     | <b>Mean</b> | <b>SD</b>   | <b>Descriptive Equivalent</b> |
|-----------------------|-------------|-------------|-------------------------------|
| <b>Tangibles</b>      | 3.98        | 0.77        | High                          |
| <b>Reliability</b>    | 3.93        | 0.70        | High                          |
| <b>Responsiveness</b> | 4.00        | 0.75        | High                          |
| <b>Assurance</b>      | 4.00        | 0.76        | High                          |
| <b>Empathy</b>        | 4.06        | 0.73        | High                          |
| <b>Overall</b>        | <b>3.99</b> | <b>0.70</b> | <b>High</b>                   |

Empathy obtained the highest mean score, which much observed in the Catering. This implies that the employees show caring, individualized attention that the Catering provides. Moreover, this performance shows employees concern for their customers.

Assurance and Responsiveness indicators both got the second-highest mean score among service quality indicators. For the Assurance, this means that the Catering had displayed Employees' civility and knowledge and their capacity to inspire trust and confidence. Moreover, employees who possess this performance can convey trust and confidence with their customers. While Responsiveness, which primary indication is the employees' eagerness to assist customers and give quick service.

Moreover, Tangible as the indicator of Service Quality which obtained second to the lowest mean, this indicates that tangibles such as equipment, staff, and communications materials in the physical facilities provide service to the customers that assess and perceive service quality. It also implies the efficiency of transactions among catering services and the access to the facility tangibles that provide ease and convenience to the customers.

Lastly, Reliability, the indicator of Service Quality that obtained the lowest mean, this implies that firms work hard to keep their promises and pay attention to the outcomes. Thus, this indicator indicates that the employee can be reliable during service.

### **3.2 Level of Customer Satisfaction**

As shown in Table 2 the mean score of Customer Satisfaction with an overall mean of 4.06 is described as high with a standard deviation of 0.68. The level could be attributed to the increased rating in every indicator. It means that the Customer Satisfaction among Catering Services in Tagum City is also much felt in terms of Subjective factors and Objective Factors.

**Table 2. Level of Customer Satisfaction**

| Indicators         | Mean        | SD          | Descriptive Equivalent |
|--------------------|-------------|-------------|------------------------|
| Subjective Factors | 4.02        | 0.71        | High                   |
| Objective Factors  | 4.09        | 0.71        | High                   |
| Overall            | <b>4.06</b> | <b>0.68</b> | <b>High</b>            |

The cited overall mean score was the result gathered from the following computed mean score from highest to lowest: 4.09 or high descriptive level for

Objective Factors with the standard deviation of 0.71; and 4.02 or high descriptive level for Subjective Factors with the standard deviation of 0.71.

The indicator in Customer Satisfaction with the highest mean score that much felt among Catering Services is Objective Factors. It means that it plays a critical function as an indicator that provides a product that meets customers' expectations, provides quality services, offers a good quality product, and provides product benefit to persuade customer satisfaction and loyalty.

Lastly, Customer Satisfaction that is much felt among Catering Services in Tagum City is Subjective Factors, being an indicator with the lowest mean, which indicates a moderate response to requests and changing requirements of the customers without hesitation and to shows a good behavior in providing services to create the overall customer experience.

### 3.3 Significance of the Relationship between Service Quality and Customer Satisfaction

This is a critical purpose of determining whether or not Service Quality has a significant relationship with Customer Satisfaction among Catering Services in Tagum City. Pearson-r was used to determine the correlation between the two variables. The results of the computation are shown in Table 3.

The results revealed that Service Quality versus Customer Satisfaction has a significant r-value of 0.928. The result is due to the p-value of 0.001, which is lower than 0.05 level of significance. This prompted the choice that the null hypothesis, which expressed no significant relationship between Service Quality and Customer Satisfaction, is rejected. This further intends that there is a considerable connection between factors corresponded. In light of the Connection between Service Quality and Customer Satisfaction, it has been apparent that Service Quality influence Customer Satisfaction among Catering Services in Tagum City.

**Table 3. Significance relationship between Service Quality and Customer Satisfaction**

| Variables             | Mean | SD   | r Value | r Square | p-Value | Decision  |
|-----------------------|------|------|---------|----------|---------|-----------|
| Service Quality       | 3.99 | 0.70 |         |          |         |           |
| Customer Satisfaction | 4.06 | 0.68 | 0.916   | 0.8391   | 0.001   | Reject Ho |

\*Significant at 0.05 significance level.



### 3. 4 Regression Analysis of the Influence of Service Quality on Customer Satisfaction

Data shown in Table 4 are the regression coefficients to test the significant influence of the overall Service Quality and Customer Satisfaction among Catering Services in Tagum City.

Using Multiple Regression Analysis, the data revealed that the influence of Service Quality on Customer Satisfaction among Catering Services has an F-value of 178.111 and a corresponding p-value of 0.001. This means that Service Quality significantly influences Customer Satisfaction since the probability value is less than 0.05. The R<sup>2</sup>-value of 0.861 implies that 86.1% of the Customer Satisfaction among Catering Services in Tagum City is influenced by Service Quality, while other factors influenced the remaining 13.9%.

The indicator Tangibles Phase has a beta of 0.217 and a corresponding p-value of 0.001, which means that the Tangibles Phase has a significant influence on the Customer Satisfaction among Catering Services since the probability level of 0.001, which is the Level of Significance 0.05. The Reliability Phase has a beta of 0.137 and a p-value of 0.124, which means that the Reliability Phase has no significant influence on the Customer Satisfaction among Catering Services in Tagum City since the probability value is 0.124, which is higher than 0.05. The Responsiveness Phase has a beta of 0.065 and a p-value of 0.514, which means that the Responsiveness Phase has no significant influence on the Customer Satisfaction among Catering Services in Tagum City since the probability value is 0.514, which is higher than 0.05. The Assurance Phase has a beta of 0.138 and a p-value of 0.181 which means that the Assurance Phase has no significant influence on the Customer Satisfaction among Catering Services in Tagum City since the probability value is 0.181, which is higher than 0.05. Lastly, the Empathy Phase has a beta of 0.550 and a p-value of 0.001 which means the Empathy Phase has a significant influence on the Customer Satisfaction among Catering Services in Tagum City since the probability value is 0.001, which is lower than 0.05. The overall result of Service Quality significantly influences Customer Satisfaction among catering services in Tagum City.

Table 4. Regression Analysis on the Influence of Service Quality on Customer Satisfaction

| Independent Variables                            | Unstandardized Coefficients |       | Standardized Coefficients   | t-value | p-value | Decision         |
|--|-----------------------------|-------|-----------------------------|---------|---------|------------------|
|  | B                           | SE    | B                           |         |         |                  |
| (Constant)                                       | 0.431                       | 0.125 |                             |         |         |                  |
| <b>Tangibles</b>                                 | 0.191                       | 0.050 | 0.217                       | 3.856   | 0.001   | Reject Ho        |
| <b>Reliability</b>                               | 0.133                       | 0.086 | 0.137                       | 1.549   | 0.124   | Do not reject Ho |
| <b>Responsiveness</b>                            | 0.058                       | 0.089 | 0.065                       | 0.654   | 0.514   | Do not reject Ho |
| <b>Assurance</b>                                 | 0.124                       | 0.088 | 0.138                       | 1.407   | 0.181   | Do not reject Ho |
| <b>Empathy</b>                                   | 0.512                       | 0.075 | 0.550                       | 6.831   | 0.001   | Reject Ho        |
| <b>Dependent Variable: Customer Satisfaction</b> |                             |       |                             |         |         |                  |
| <b>R= 0.928</b>                                  |                             |       | <b>R<sup>2</sup>= 0.861</b> |         |         |                  |
| <b>F= 178.111</b>                                |                             |       | <b>p value= 0.001</b>       |         |         |                  |

## 4. Discussion

### 4.1 Level of Service Quality among Catering Services in Tagum City

The respondents' reactions on their level of service quality were uncovered to be high. This implies that all actions depicted in service quality in Catering Services in Tagum City were highly noticed. This outcome is upheld by the Study of (Parasuraman et al. (1988) expressed that service quality is the inconsistency between a client's assumptions for a service offering and the client's view of the service got, expecting respondents to address inquiries regarding both their assumptions and their insights.

The level of Empathy as perceived by the customers among catering services was high. This signifies that Empathy is much observed among catering services in Tagum City. This further means that the dimension of Empathy was characterized by Parasuraman et al. (1985) as the organization's capacity through its workers to give due care to the clients, address their individual and individual worries, and get their requirements. These components have been applied in Ananth et al. (2011) study, and discoveries showed a positive relationship to customer satisfaction as applied to banks in the private area. Johnston (1997) has likewise upheld the idea by characterizing compassion as the representatives' eagerness to invite clients and deal with their particular necessities. Similarly, the respondents likewise showed a high degree of Assurance and Responsiveness. The high appraising implies that the affirmation marker in the lodging is quite noticed. It recommends that laborers show ability and civility and the ability to move trust and certainty. It likewise indicates that representatives with the affirmation characteristic can ingrain confidence and trust in their clients (Parasuraman et al., (1988). Besides, one more component of service quality is Responsiveness, which was high, ordinarily gauges the capacity of the organization or firm to answer clients with readiness and the expeditiousness of the help. This definition has been adjusted by Johnston (1997) to incorporate the ideal conveyance of services with speed to counter the issues of long lines and holding up periods. Moreover, in this aspect, the idea of how rapidly the workers ought to answer the client's necessities and protests is tended.

The results in terms of Tangible as perceived by the customers among Catering Services in Tagum City, which has the second-lowest mean, imply that the tangibles aspect of service quality has alluded to Fitzsimmons and Fitzsimmons (2014) as the substance of the offered types of assistance. It incorporates the association's materials and gear and actual offices, the existing natural circumstances, materials for correspondence, etc. Likewise, Davis et al. (2003) have confirmed that service quality essentially affects advanced education specialist co-ops.

Similarly, Reliability as perceived by the customers among Catering Services in Tagum City, which has the lowest mean, implies the personnel shown a consistent capacity to deliver the promised service. Employees' package and offer quality service with dependability and accuracy to customer satisfaction to Shahin et al., (2006). As a result, this indicator shows that the employee will be dependable while on the job.

### 4.2 Level of Customer Satisfaction

The respondents' responses to their level of Customer Satisfaction were revealed to be high. This means that Customer Satisfaction, as perceived by the customers among Catering Services in Tagum City and its significance were characterized by Zeithami et al. (1996) as, to make the constant progress of the foundations, over the long haul, the need to underscore customer satisfaction is a crucial thought. All in all, fulfillment must be met when the exhibition created by the foundations surpasses client assumptions. In this specific circumstance, different creators and specialists have emphasized the significance of customer satisfaction as well as disappointment as connected with the foundation's accomplishment of achievement and the incurrence of disappointments in the part of measuring up to the

assumptions of the clients (Chidambaram and Ramachandran, 2012; Kheng et al., 2010). Lau and Cheung (2013) explicitly clarified that living up to the clients' assumptions won't just give customer satisfaction yet additionally foster client devotion that will then, at that point, decrease the instances of client misfortune rates or further develop the standard for dependability. Service quality conveyance is viewed as a significant variable to consider in laying out customer satisfaction and the relationship that will be created between the foundation and the clients (Amin and Isa, 2008).

The level of Customer Satisfaction in terms of Objective Factors as one of the indicators as perceived by the customers among Catering Services in Tagum City was high in comprising of and centering as far as product and service highlights as founded on the hypothesis of Festinger's (1957) which means that buyers make some cognitive correlation between their assumptions regarding the product and the perceived product and service execution. As Anderson (1973) indicated, purchasers, try to avoid discord by changing insights about a given item's highlights to align it more with the assumptions. Besides, because customer satisfaction is likewise founded fair and square of service quality provided by the service provider (Lee et al., 2000, p. 226), service quality is a determinant of customer satisfaction (Wilson et al., 2008, page 79-80).

The indicator in Customer Satisfaction which was also observed among Catering Services, is the Subjective Factors determined as (e.g., customer needs, emotions). This means that Subjective Factors is the perception of a product or a service among Catering Services in Tagum City plays a critical function as an indicator to measure customer satisfaction and retention. This shows that Subjective Factors affect customer satisfaction by demonstrating a pleasant behavior of the staff and prompt services to establish an excellent customer experience. Besides, Lau and Cheung (2013) explicitly clarified that measuring up to the assumptions of the clients won't just give customer satisfaction yet additionally foster client reliability that will then, at that point, decrease the instances of client misfortune rates or further develop the standard for dependability as customer satisfaction can likewise be inferred subjectively, as buyers check out at their view of an item or assistance.

In conclusion, a sign of Customer Satisfaction high among Catering Services in Tagum City is the Subjective Factor, a marker with the most minimal mean. It also shows its impact on the clients' impression of the items and services concerning clients' assumptions that create fulfillment.

### **Significance of the Relationship between Service Quality and Customer Satisfaction**

The Study resulted in the relationship between service quality and customer satisfaction exhibited and laid out. Catering Services in Tagum City endeavor hard to accomplish high customer satisfaction through excellent service quality.

The Level of Service Quality came about to be high as service quality pointers stay a topic of conversation. For example, in the cordiality business area explicitly on catering administrations, our review shows that help quality aspects, Empathy, Assurance, and Responsiveness, showed a high-level mean. Likewise, Tangibility and Reliability, which have the most reduced, play a significant relationship in customer satisfaction in thought for productive business activities. They laid out the connection between service quality aspect and customer satisfaction viewed as a positive relationship. Subsequently, saw service quality has broadly been considered a forerunner of customer satisfaction, and past examinations have discovered its relationship (Naik et al., 2010; Yee et al., 2011). In the level of Customer Satisfaction with the highest mean the Objective factor, and the indicators with the lowest mean, the Subjective Factor. The Study resulted in objective factors highly influencing and building customer satisfaction. It generates valid and consistent customer feedback by providing a good quality product and overall service experience that meets customer expectations to establish customer satisfaction. Also, the Subjective factor resulted in

contributing significantly in persuading customer satisfaction and retention as its attributes, to how staffs pleasantly handle customer's needs efficiently and effectively as well as providing quick solutions to changing demands of customers where researchers have tracked down the connection between the two variables and filled in as a precursor to client dependability and maintenance for productive business tasks in a prevailing situation as applied to the help business. (Akhtar et al., 2011; Cameranet al., 2010).

### **Regression Analysis of the Influence of Service Quality on Customer Satisfaction**

The regression coefficient is to test the significant influence of Service Quality on Customer Satisfaction among Catering Services in Tagum City. Using multiple regressions, the data revealed that Service Quality's Influence on Customer Satisfaction among Catering Services in Tagum City has a significant Influence. It means that Customer Satisfaction is significantly influenced by Perceived Service Quality.

From its beginning into the promoting and business writing, it may well be found out that the essential inspiration in concentrating on service quality was to quantify fulfillment with an association's administrations (Cronin and Taylor, 1992). In light of Oliver's (1980) disconfirmation model, the earliest service quality instruments requested clients for discernments from fulfillment about the help they got. Many tools (counting SERVQUAL planned by Parasuraman et al. (1985)) asked that clients rate their degree of Satisfaction on a scope of service quality things or properties.

As the examination developed and satisfaction and service quality was recognized as particular builds, researchers started to inspect their relationship (Spreng and Mackoy, 1996; Tian-Cole, Crompton, and Wilson, 2002). Lee et al. (2007) give the 25 best conceptualizations of contrast of these two develop by expressing: "fulfillment is a mental result gotten from experience, though service quality is worried about properties of the actual assistance." (p.404)

## **5. Recommendation**

After a thorough review of the aforementioned findings and conclusions of the study, the following recommendations were offered: Since the degree of Service Quality and Customer Satisfaction was high, the accompanying proposals can be introduced. The management of the said Catering Services among Tagum City could lay out their present administrations to at minimum an extremely palatable level thinking about that the reactions from clients set just settle on responses on the markers which are the Empathy, Assurance, Responsiveness considering the areas on these indicators which needs to be assessed to enforce consistency with the delivery of services and presentation of products. The management can also provide their customers a regular feedback system to evaluate if there is an imbalance in delivering services and products; thinking about the significant relationship between service quality, consumer loyalty, and more accentuation on progress will improve the clients' Significant input.

Moreover, Catering management could better understand which factors need to be prioritized and give attention to considering the indicators of Service Quality which are the Tangibles and Reliability. Catering management could consider applying technology to improve their supplies, equipment, facility, and event functions as a technology upgrade the visitor experience, smooth out activities, oversee conventions, and further develop correspondence among staff and clients.

Furthermore, the level of Customer Satisfaction resulted in being high. The Objective Factor management could also establish marketing strategies that can improve their catering business operations, considering it a wide-reaching and comprehensive plan that will enable them to promote the catering business and its products and services. In addition, catering management could also provide Cost-Value analysis to analyze the

benefits from the product and services provided to the customers and later customers to gather new item thoughts and input on existing and forthcoming items.

Moreover, to provide customers at least a satisfactory level, management could better understand better ways to boost customer retention. Subjective Factors are based on customers' perception of the product and services. The Catering Services should establish an evaluation on understanding customer expectations. If the service fails, there is a distinction between client assumptions and your item or service. Do whatever it takes to connect it—sending out customer surveys, seeking their feedback, and encouraging them to provide input in the future. Catering management and organization can facilitate training to their staff as those trained well are better at taking care of and settling client issues. Prepared client care has better records and fundamentally increments customer satisfaction.

In addition, to more readily get the connection between Service Quality and Customer Satisfaction, the establishment could set up communities to encourage staff to reach full potential on an excellent method for taking care of client support and addressing any client concerns. Similarly, to motivate customers to try future products they will receive and services they will experience.

Lastly, the owners and the employees of the Catering Services will benefit from this research since they will be able to continue to improve their organization's overall performance. It will give the whole organization an excellent working environment and success and seek and determine measurable improvements to expand the Study's full coverage.

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