

Effect of customer service on customer satisfaction and business growth in the fast-food industry in San Jose, Occidental Mindoro

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Abstract

Consumer demand continues to be the key factor behind the growth of the fast-food industry in San Jose, Occidental Mindoro. However, due to increasing competition, the fast-food industry must deliver excellent customer service to enhance customer satisfaction and ensure long-term business success. This study explores the relationship among customer service quality, customer satisfaction, and business growth of four local fast-food restaurants. A descriptive-correlational design was employed, utilizing researcher-made questionnaires to gather the necessary data. The findings reveal that the four service quality dimensions—responsiveness, reliability, empathy, and assurance—are critical elements that significantly affect customer satisfaction. Customers who experience consistent, attentive, and personalized service are more inclined to return, recommend the business to others, and leave positive feedback. These actions directly influence customer retention, drive sales, and foster greater brand loyalty. The research emphasizes the importance of fast-food companies investing in the development of employees, particularly in interpersonal communication and problem-solving skills. Furthermore, establishing feedback mechanisms and integrating information technologies to assess and enhance service processes is crucial for adapting to changing consumer demands. Businesses capable of resolving service issues are more likely to gain a competitive edge, maintain profitability, and ensure the sustainable growth of the local enterprise. These insights offer valuable recommendations for the management team, operators, and policymakers in formulating effective service-oriented strategies to optimize long-term customer satisfaction and encourage sustained organizational growth. Future studies may explore the long-term effects of service quality enhancements on market

competitiveness and financial outcomes in broader industry settings.

Keywords: customer service, customer satisfaction, business growth, fast-food industries, service quality

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1. Introduction

Fast food has become widespread; it is no longer merely a quick snack but a vital part of our daily lives. People who visit fast food want more than just quick service; they want to be treated well and consume delicious meals. In San Jose, Occidental Mindoro, fast food is growing, and these places need to keep people happy to do well. As competition intensifies in fast-food chains, a recent study published by Larson & Story (2009), as cited by Rajput & Gahfoor (2020), examined customer satisfaction relating to the local and international fast-food industry. According to the research, loyal customers are more likely to recommend trustworthy brands, which is critical in consumer-driven fast-food environments where brand loyalty makes or breaks a repeat customer.

The importance of client focus in the fast-food sector is self-evident, as is its contribution to corporate growth and customer loyalty. Chen and Yeh (2023) discuss the essential factors influencing consumer satisfaction, loyalty, and pleasure in the fast-food industry. The three most important variables for increasing the consumer experience are service quality, food quality, and affordability. They believe happiness is a vital intermediate between contentment and loyalty, and fast-food firms should look to it to generate long-term patronage and retention. A recent study in 2023 investigated how service quality influences consumer happiness. It emphasizes the importance of specific variables in maintaining consumer loyalty. These include ensuring that personnel instill confidence and trust, keeping an appealing retail look, and giving personalized service. When firms enhance these areas, they get more loyal clients and repeat business. This is extremely important in the highly competitive fast-food industry. The study also found that client loyalty helps organizations thrive over time. This makes the data valuable for developing fast food strategies, as customer expectations have shifted since the epidemic (Villanueva & Castro, 2023).

Despite the extensive research on the relationship between customer satisfaction and business growth in the fast-food industry, much of the existing literature focuses on urban centers and larger cities. However, a significant gap exists in how these processes play out in rural places like San Jose, Occidental Mindoro. The local context in smaller towns remains underexplored, where economic conditions, customer preferences, and market competition differ from urban settings. Factors that drive customer satisfaction in these rural areas may be unique, shaped by cultural nuances, limited food choices, and economic constraints. Both urban and rural markets have consumer preferences and behaviors that are unique to them, especially in the fast-moving consumer goods (FMCG) sector. Studies emphasize the need to address diverse consumer requirements, market structures, and cultural sensitivities across these settings. Urban consumers are usually well-informed and can choose from a wider assortment of products, which subsequently affects their buying decisions.

On the other hand, a rural consumer may be confined to a choice based on price and product availability owing to infrastructural challenges. As a result, differentiated marketing is vital; urban markets may be more suited to an approach that stresses brand awareness and variety, while rural markets need to target price and accessibility scope to meet distinct consumer needs (Saraswat et al., 2024). Among other significant studies, Wang and Yang (2021) examine what factors affect rural consumers' attitudes toward e-commerce in China and how the influence of service quality, subjective norms, and perceived personal efficacy impacts their willingness to use e-commerce platforms. The results show that logistics and training play a role in consumers' perceptions, with corporate social responsibility as a moderator. This is a key realization because it highlights the need for services and community outreach programs specific to rural populations, where, for example, people might have different expectations and requirements compared with people living in cities.

This study aims to look into the elements that determine the effect of customer service on customer

satisfaction in a rural context, with a particular emphasis on the relationship between customer service, customer satisfaction, and business growth in the fast-food industry in San Jose, Occidental Mindoro. This research intends to fill that gap by offering a localized viewpoint that considers the unique economic, social, and cultural aspects of San Jose. The results will enhance academic knowledge of customer satisfaction in rural contexts and offer valuable insights for local fast-food owners aiming to boost customer loyalty and achieve sustainable growth. Ultimately, this study will lay the groundwork for flourishing rural fast-food markets by leveraging their distinctive customer relationships and community loyalty.

Statement of the Problem - This study aimed to determine the effect of customer service on customer satisfaction and business growth in the fast-food industry in San Jose, Occidental Mindoro. Specifically, the research questions to be answered by this study are as follows: (1) What is the level of customer service in the fast-food industry in San Jose, Occidental Mindoro, in terms of service speed, the pleasing personality of the staff, and availability of mobile/online ordering options? (2) What is the level of customer satisfaction in the fast-food industry in San Jose, Occidental Mindoro? (3) What is the status of the business growth of the fast-food industry in San Jose, Occidental Mindoro? (4) Is there a significant relationship between customer service and customer satisfaction? (5) Is there a significant relationship between customer service and business growth in the fast-food industry in San Jose, Occidental Mindoro?

Significance of the Study - This study will offer critical new perspectives on how the fast-food industry in San Jose, Occidental Mindoro, may grow sustainably. This study will prove significant to the following: First, to the fast-food chain owners and managers, the study will provide valuable insights that can enhance their approaches to pricing, marketing, customer service, and operational effectiveness, all of which will support long-term success. To the employees, by emphasizing the value of employee training and service quality, this research can assist staff members in understanding how their contributions support the company's long-term viability. To the customers, the study will emphasize how client feedback affects the sustainability of businesses, motivating clients to be more involved and appreciate the services they receive. Government agencies, such as the Government Organizations: Organizations like the Department of Trade and Industry (DTI), may find the report helpful in developing policies that encourage the expansion and resiliency of regional companies. This study can be used as a basis for further research in the fast-food industry or other sectors, and it will add to the body of knowledge already available on corporate sustainability.

Scope and Delimitation of the Study - The researchers conducted the study in the fast-food industry in San Jose, Occidental Mindoro, including Jollibee, McDonald's, Mang Inasal, and Chowking, to identify the customer service, success, and sustainable development of these restaurants in the industry. The respondents of the study were the employees, who were surveyed to identify the business growth, and the customers, who were surveyed to assess customer service and satisfaction in these restaurants. The study was limited to fast-food industries in San Jose, Occidental Mindoro. This study focuses only on customer service, customer satisfaction, and business growth in the fast-food industry, such as Jollibee, McDonald's, Mang Inasal, and Chowking. This study complied with the Business Research course in the academic year 2024-2025.

2. Methodology

Research Design - In this study, the researchers used a descriptive-correlational design to determine the level of customer service, customer satisfaction, and business growth of the fast-food industry in San Jose, Occidental Mindoro. The correlational design was also used to determine whether there is a significant relationship between these factors and the business growth of the fast-food industry in San Jose, Occidental Mindoro.

Respondents of the Study - The study's respondents are customers and employees of the fast-food industry, including Jollibee, McDonald's, Chowking, and Mang Inasal. Moreover, the fast food employees were the subject of getting data and information about their operations and how the restaurant strives for growth. Moreover, the respondents of the study, out of 269 employees, were 159, while for the number of customers, out of 1,632, the

sample size was 312. In addition, the sample size was calculated using Slovin's formula with a 5% margin of error and a 95% confidence level. The researchers used stratified random sampling to identify the respondents of this study. Since this sampling technique was random, it minimized the potential of biasing the results, even if it was unintentional. The researchers used this sampling technique to divide the respondents into subgroups: the customers and employees of the fast-food industry in San Jose, Occidental Mindoro.

Research Instrument - The main instrument in this study is a researcher-made questionnaire. The researchers aim to identify customer service, customer satisfaction, and business growth using a 4-point Likert scale. The researchers used expert validity to determine the validity and reliability of the researcher-made instrument. This consists of the experts from the senior high school department in DWCSJ in the field of research. The researchers followed comments and suggestions to finalize the researcher-made instrument.

Data Gathering Procedure - The researchers included a consent form on the first page of the questionnaire, asking if they were willing to participate in the study, and included information regarding their participation. The researchers informed the respondents about the scope of this study. The researchers prepared a hard copy of the questionnaire distributed by the respective respondents. The survey was conducted for three days, during which researchers distributed the surveys to the respondents in person and made a point to use a Google Form until the required respondents were gathered.

Statistical Treatment of the Data - To treat the data, the researchers used weighted means to determine the level of customer service, customer satisfaction, and business growth in the fast-food industry in San Jose, Occidental Mindoro. Lastly, the researchers used Pearson's R moment correlation to determine the relationship between the independent variable (customer service) and the dependent variables (customer satisfaction and business growth) of the fast-food industry in San Jose, Occidental Mindoro.

Ethical Considerations - The researchers asked the college dean to validate the research questionnaires. If there were any adjustments, the researchers made them right away. To provide the respondents with a clear idea of their involvement in the research study, the researchers issued them a consent letter if it was accepted. The researchers clarified to the respondents that their involvement was voluntary and that their identity and answers would be kept entirely private if they agreed to the request. The researchers gratefully acknowledge the authors and sources of the studies and literature used as references for this research. Citations were formatted correctly in line with the APA style, demonstrating the researchers' respect for intellectual property and dedication to academic honesty.

3. Results and Discussions

Table 1

Mean Level of Customer Service in the fast-food industry in terms of Service Speed, Pleasing Personality of the Staff, and Availability of Mobile/Online Ordering Options

INDICATORS (Service Speed)	Weighted Mean	Interpretation
1. The food is served within 15-30 minutes.	3.90	High Level
2. The fast-food restaurant offers a wide selection of quick-serve products for customers in a hurry.	3.84	High Level
3. Tables are always clean and available for customers.	3.82	High Level
4. Bussing out the used utensils is prioritized by the fast food to make the tables available.	3.79	High Level
5. Efficient and timely service in this fast food helps drive daily sales and smooth operations.	3.84	High Level
COMPOSITE MEAN	3.84	High Level

INDICATORS (Pleasing Personality of the Staff)		
1. The staff are well-trained to handle customer concerns efficiently.	3.85	High Level
2. The staff create a positive environment for customers.	3.77	High Level
3. The staff is easy to approach and well-mannered in answering customer concerns.	3.83	High Level
4. The staff always smiles and greets us when we enter the fast food restaurant.	3.81	High Level
5. I have not encountered any issues with the store's customer service.	3.84	High Level
COMPOSITE MEAN	3.82	High Level
Composite Mean	4.24	Highly Evident
INDICATORS (Availability of Mobile/Online Ordering Options)		
1. The fast food industry has its own applications for customers to order.	3.83	High Level
2. Fast food is tied up with third-party delivery services.	3.83	High Level
3. The fast food has lots of promotions online.	3.84	High Level
4. Products available in the fast food industry are also available online.	3.89	High Level
5. The fast food offers various online options such as a fast-food app, Facebook page, or phone transactions.	3.90	High Level
COMPOSITE MEAN	3.86	High Level

Legend: 3.25–4.00 High Level, 2.50–3.24 Moderate, 1.75–2.49 Low Level, 1.00–1.74 Very Low Level

Table 1 indicates that the composite mean of customer service in the fast-food industry in terms of service speed averages 3.84, equivalent to a high level. The highest mean level is 3.90, which indicates that the fast-food industry in San Jose Occidental Mindoro could serve the food to their customers within 15-30 minutes and could signify that the service speed of each fast food has a good impression on customers' preference, while the composite mean of 3.84 reveals that customers are satisfied with the speed at which food is served, the prevalence of clean tables, and the overall efficiency of business operations. This provides a positive picture of how successfully fast food manages consumer flow, especially during busy times. According to Kumolu-Johnson (2024), customer satisfaction is achieved when their expectations are met or exceeded by the product or service's performance. In a fast-food restaurant, if the service and food quality match what the customer anticipated, they are more likely to be satisfied. The better the service a customer receives, whether it is the speed of service, the friendliness of the staff, or the quality of the food, the higher the level of satisfaction they will experience. Understanding these cultural products' functional roles for the local community and tourists.

For the second variable, the composite mean of 3.82 in terms of the staff's pleasing personality reveals that customers respect the staff's pleasant attitude, approachability, and professionalism. This shows how well the employees can establish a friendly atmosphere, improving client happiness and experience. The highest mean level is 3.85, which indicates that the fast-food industry in San Jose, Occidental Mindoro, could cater to the needs of their customers in a well-trained manner, and could signify that the staff's pleasing personality is excellent, and shows that the staff values the customers. This finding is supported by the study of Kumolu-Johnson (2024) and Jeong et al. (2019), which also emphasizes the role of emotional labor in service occupations. They describe emotional labor as regulating feelings to produce a visible display by expectations of service work, such as body postures and facial expressions. According to the results in Table 1, employees of fast-food chains' well-mannered demeanor and friendly disposition in San Jose, Occidental Mindoro, can be attributed immediately to the practice of emotional labor. The "service with a smile" practice, wherein staff maintain a friendly disposition regardless of their feelings, is an example of emotional labor as defined by Kumolo-Johnson. Additionally, the study shows that managers in fast-food chains who encourage emotional stability and intelligence in their workers are likely to be identified as transformative leaders. This is a higher degree of customer service in San Jose's fast food sector, which also implies that managers are cultivating such emotional abilities in their workers, thus enhancing customer satisfaction and worker performance.

For the third variable, the composite mean of 3.86 in terms of availability of mobile/online ordering options indicates that customers agree that the fast-food restaurant offers convenient online and mobile ordering. This means that the fast-food chain is trying to keep up with digital trends and satisfy the needs of today's tech-friendly customers. The highest mean level is 3.90, which indicates that the fast-food industry in San Jose,

Occidental Mindoro, could provide online options for its customers. This indicates that the availability of mobile/online ordering options has been observed as a technological advancement of the fast-food industry in San Jose, Occidental Mindoro. The same study as Shah et al. (2021) indicates how easily the service is used with the help of technological innovation, the ease of placing an order, the quick monitoring, and the simplicity of sifting through food and restaurant alternatives. Numerous studies have demonstrated a significant positive association between perceived value in terms of satisfaction and the ease of use of technological improvements, such as using anything without any issues. Customers can connect with restaurants more conveniently because of the latent mobility characteristics in mobile food ordering applications (Jalani et al., 2023; Gulam et al., 2023).

Table 2

Mean Level of Customer Satisfaction in the Fast-food Industry

INDICATORS	Weighted Mean	Interpretation
1. I am satisfied with the food that they serve.	3.87	High Level
2. I enjoy staying in their fast food while eating.	3.77	High Level
3. I am served by the staff with respect during my visit.	3.83	High Level
4. I am happy due to the ambiance of the surroundings.	3.82	High Level
5. I will recommend the fast food to my family, friends, and colleagues.	3.63	High Level
6. I receive my order within a reasonable time.	3.86	High Level
7. I am satisfied with my overall experience in this fast-food restaurant.	3.68	High Level
8. The food quality meets my expectations.	3.87	High Level
9. My order was accurate and complete.	3.73	High Level
10. The fast food is clean and well-maintained.	3.68	High Level
COMPOSITE MEAN	3.77	High Level

Legend: 3.25–4.00 High Level, 2.50–3.24 Moderate, 1.75–2.49 Low Level, 1.00–1.74 Very Low Level

Table 2 demonstrates that the composite mean of customer satisfaction in the fast-food industry averages at 3.77, which is equivalent to a high level. The highest mean level is 3.87, which indicates that the fast-food industry in San Jose, Occidental Mindoro, has reasonable customer satisfaction with the food quality during their visit. In contrast, the composite mean of 3.77 reveals that customers are satisfied with what they experienced in the fast-food restaurant. This shows a favorable impression of food quality, service, ambiance, cleanliness, and order accuracy. This shows that most consumers are satisfied with their experiences and will likely return or recommend fast food to their friends. This is supported by Rajput & Gahfoor (2020) and Gill et al. (2021); patron satisfaction is a key factor in determining the intention to return in the fast food industry. Surprisingly, however, word-of-mouth has no moderating effect on the relationship between customer satisfaction and the propensity of customers to return to a fast-food restaurant. Recurrence intention is favorably correlated with food quality; this finding also supports a prior study.

Additionally, a fast-food interior and an entertaining physical environment are significant antecedents of the intention to return. This is consistent with the findings in Table 1, where the pleasing personality of the staff and overall service quality ranked highly among the respondents. Although they mentioned food quality and the physical environment as the main drivers of customer return intention, in our research, customer service, specifically the attitude of the staff, was a key driver of customer satisfaction. Both studies underscore the importance of providing a positive customer experience in an attempt to encourage repeat visits. Further, while word-of-mouth had no significant influence in their research, it may still be a latent factor in our research, where customer satisfaction has a strong relationship with customer loyalty and the likelihood of positive word-of-mouth. Combining these findings, both studies underscore the pivotal importance of service quality and the overall customer experience end-to-end in influencing customers to return to fast-food establishments.

Table 3 shows the status of business growth in the fast-food industry. The composite mean of business growth of the fast-food industry averages at 3.65, which is equivalent to a high level. The highest mean level is 3.79, which indicates that the fast-food industry in San Jose, Occidental Mindoro, has good business growth since there are visible improvements in their sales. In contrast, the composite mean of 3.65 indicates a positive but considerably lesser sense of improvement in customer quantity, sales, service, and operation, even though

respondents agree moderately that the fast-food business is increasing. This indicates that even while there are clear indications of progress—new products, quicker service, and positive feedback—certain elements may still be enhanced to sustain long-term success. The findings of this study support previous research on customer service and satisfaction in the fast-food industry. It was stated in Kumolu-Johnson's (2024) emotional labor that he emphasized that employees should be able to manage their emotions to deliver a good customer experience, which may be why customer service received high ratings in our research. This is also related to Rajput & Gahfoor's (2020) study, which found that food quality and the environment are drivers of the intention to return to fast food.

Table 3

Status of Business Growth of the Fast-food Industry

INDICATORS	Weighted Mean	Interpretation
1. The number of customers has increased over the past months.	3.67	High Level
2. There are more repeat customers now compared to before.	3.58	High Level
3. Sales have visibly improved based on my observations.	3.79	High Level
4. The restaurant has introduced new products or menu items recently.	3.66	High Level
5. The management actively implements strategies to attract more customers.	3.57	High Level
6. The overall service speed has improved, leading to faster customer transactions.	3.63	High Level
7. More employees have been hired recently to meet customer demand.	3.72	High Level
8. Customer feedback has generally been more positive compared to before.	3.62	High Level
9. The restaurant has expanded (e.g., opened new branches, added more seating, and upgraded facilities).	3.65	High Level
10. Staff training and development have improved to support business growth.	3.63	High Level
COMPOSITE MEAN	3.65	High Level

Legend: 3.25–4.00 High Level, 2.50–3.24 Moderate, 1.75–2.49 Low Level, 1.00–1.74 Very Low Level

Table 4

Correlation Coefficients and p-values for Hypothesis Testing No. 1

Variables	Correlation Coefficient	Effect Size (r^2)	Critical value	t-value	P-value	Interpretation
Customer Service (Service Speed) → Customer Satisfaction	0.632	0.399	1.972	12.656	0.001	Highly Significant
Customer Service (Pleasing Personality of the Staff) → Customer Satisfaction	0.697	0.486	1.972	15.092	0.001	Highly Significant
Customer Service (Availability of Mobile/Online Ordering Options) → Customer Satisfaction	0.733	0.537	1.972	8.339	0.001	Highly Significant
Customer Service → Customer Satisfaction	0.780	0.609	1.972	19.365	0.001	Highly Significant

Legend: pd: p-value < 0.001 Highly Significant ; p-value < 0.05 Significant

Table 4 shows the correlation coefficient for hypothesis testing number 1. The statistical treatment reveals the rejection of the null hypothesis, which means a significant relationship exists between customer service and customer satisfaction. This indicates that customer service directly affects how customers perceive the quality and value of the service, which influences their overall satisfaction. Based on Mokhtar & Sjahrudin (2016), the correlation between customer relationship management quality, service quality, customer satisfaction, and customer loyalty in five-star hotels. Findings indicate that customer satisfaction mediates between CRM quality and service quality in the determination of customer loyalty. Similarly, Table 8 of the research outlines the correlation coefficient relating to the test of hypotheses and illustrates the rejection of the null hypothesis. This suggests a statistical relationship between the variables under investigation, specifically customer happiness and customer service. The observed association was not coincidental, as confirmed by rejecting the null hypothesis.

Instead, evidence confirms that improvements in customer service are associated with higher levels of consumer satisfaction. This supports the idea that elements like staff conduct, responsiveness, and service convenience significantly impact how customers evaluate their experience. It indicates an observed association between customer service and customer satisfaction. It concurs with their findings, thus providing supporting evidence for the argument that quality customer service contributes significantly toward enhancing customer satisfaction and loyalty.

Table 5

Correlation Coefficients and P-values for Hypothesis Testing No. 2

Variables	Correlation Coefficient	Effect Size (r^2)	Critical value	t-value	P-value	Interpretation
Customer Service (Service Speed) → Business Growth	0.055	0.003	1.976	0.690	0.491	Not Significant
Customer Service (Pleasing Personality of the Staff) → Business Growth	-0.033	0.001	1.976	0.414	0.679	Not Significant
Customer Service (Availability of Mobile/Online Ordering Options) → Business Growth	0.124	0.015	1.976	1.996	0.048	Significant
Customer Service → Business Growth	0.051	0.003	1.976	0.640	0.523	Not Significant

Legend: p-value < 0.001 Highly Significant ; p-value < 0.05 Significant

Table 5 displays the correlation coefficient associated with hypothesis 2, which investigates the association between customer service and business growth, incorporating sub-variables such as service speed, pleasing personality of the staff, and the availability of mobile/online ordering options. The calculated values and corresponding p-values for these sub-variables are as follows: service speed (0.690, p-value 0.491), the pleasing personality of the staff (0.414, p-value 0.679), and the availability of mobile/online ordering options (1.996, p-value 0.048). The analysis indicates that the customer service variable, with a computed value of 0.640 and a p-value of 0.523, demonstrates a significant relationship with business growth within the fast-food sector in San Jose, Occidental Mindoro. However, only the p-values for the availability of mobile/online ordering options show a statistically significant relationship with business growth. At the same time, the data does not support the relationship between the remaining sub-variables and overall customer service and business growth. The current discovery confirms what Table 4 has shown, namely, a high association between customer service and customer satisfaction. Both tables show that positive customer service may positively impact customer satisfaction and even business growth, as is the general conclusion of this research. Customer orientation is critical in generating long-term value, especially in service-oriented and community-focused businesses. This is supported by the study of Helal (2023). He emphasized that when businesses actively identify and answer consumer requests, they are better positioned to promote customer pleasure and loyalty. In his research on fast food businesses, he discovered that customer-oriented techniques boost total consumer happiness and promote long-term economic success.

4. Conclusions

Based on the study's findings, the researchers conclude the following: As reflected in the data gathered, customers in the fast food industry in San Jose, Occidental Mindoro, were happy with the service provided by the staff. The speed of service was generally praised by customers, which directly added to their overall satisfying experience. It demonstrates that how employees behave significantly impacts how clients view the caliber of services. The findings show that fast food chains gain from providing online services since they meet the needs of their customers, who want quick service. As most customers strongly agree, customer satisfaction indicates that satisfying customers in the fast-food industry is achieved. Customer service indicates a high

significance to the business growth of each fast-food industry in San Jose, Occidental Mindoro. A statistically significant relationship exists between customer satisfaction and customer service, indicating that greater customer satisfaction is closely related to enhanced customer service. Among all the service-related factors assessed, the availability of mobile/online ordering options is the sole one that significantly influences business growth. This suggests that aspects such as service speed, staff personality, and customer service may not directly influence business growth.

Recommendations - The results described above lead to the following suggestions: The management team may maintain good staff and customer relationships to continue the growth of the business, which could lead to much bigger success. The management may concentrate on improving its service, given the fact that it has a significant impact on customer satisfaction. The management may prioritize hiring and retaining employees with good interpersonal skills. The management needs to further enhance and refine the mobile/online ordering system to accommodate the increasing need for convenience. The staff may be given the opportunity to train, attend seminars, and attend workshops to further enhance their abilities in doing their job in the fast-food industry. The management may maintain the good rating of the business, which could attract more customers. To enhance customer satisfaction, management may prioritize improving its customer service quality. This can be achieved by training employees in problem-solving and practical communication skills. Given that this aspect has shown a considerable influence on business growth, it is recommended that companies focus on developing and upgrading their online and mobile ordering systems. Rather than solely emphasizing employee demeanor or the speed of service, resources could be more effectively allocated towards technology-driven convenience. Future researchers may take time to discover more about the daily operation of a business that leads to higher sales than their competitors.

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