



The impact of street food handling on customer satisfaction

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Abstract

This study sought to evaluate the relationship between street food handling and customer satisfaction. A descriptive-correlational survey-based study was conducted in Barangay Tibal-og, Santo Tomas, Davao del Norte. A total of two-hundred twenty (220) street food handlers was the respondents utilizing the total sampling technique. This study used two adapted-modified questionnaires. Mean and Pearson r were used as statistical tools. The findings of the study showed that street food handling in terms of facilities, environment around the stall, personal hygiene, food storage, and utensils was manifested. Customer satisfaction in terms of tangibles, reliability, responsiveness, assurance, empathy, food quality, and customer retention are much observed. Further analysis eventually showed that street food handling significant relationship between customer satisfactions through imposed proper food handling in preparing food by the food handlers. Therefore, this emphasized that food handlers, customer/consumer, stakeholders, school administrators and even students, and future researchers are encouraged to value the importance of proper food handling and safety in ensuring one's health. Stakeholders and local government may establish forums, seminar, and programs that strengthened food safety through proper handling in all street food sectors. This may be done by abiding the rules and protocols in selling street foods, the implementations and imposed protocols in which was given by the higher authorities to maintained security and assurance of all customers in terms of the food they about to buy and/or eat.

Keywords: *street food handling and customer satisfaction, descriptive-correlational, food handlers*

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Introduction

Customer satisfaction plays a pivotal role in the success of every business organization whether it is meant for product or a service. If the service quality meets their expectations, customers will be satisfied; otherwise, they will be disappointed. According to Ying (2020), it reflects business health by showing how well products or services resonate with buyers. If business wants to retain more customers and increase customer lifetime value, it is essential to keep customer satisfaction high (Bernazzani, 2022).

In India, specifically in the roadside food shop, First and Ananthi (2021) stated that the main issue is the assurance of safety at street level which results low satisfaction level of the customers towards road side shops. Similarly, in the Philippines, the level of satisfaction on the food parks in the City of Imus, Cavite was low because of the ambience and cleanliness (Manalac et al., 2022). Accordingly, location, menu, price, customer service, facilities are significant towards customers' level of satisfaction. Certain knowledge and positive attitudes regarding food safety, socio-demographic conditions, such as the level of education and food safety training attended by food handlers, have an important role in encouraging food handlers to implement proper food handling practices. Thus, food safety is going to enhance the customer experience and keep them satisfied to come back again to seller or vendor. Nkhebenyane and Thekiso (2021) stated that food handlers play a crucial role in reducing the occurrence of food poisoning, but this reduction will only be possible if they have a strong understanding of food safety, a pro-hygiene attitude, and hygienic food preparation and storage procedures.

This study is anchored to the theory of customer satisfaction by Jayasankaraprasad and Kumar (2012), which states that the degree to which good street food meets or exceeds the customer's expectations. In addition, this study is based on Food theory of Sandra (2020), that the satisfaction of the customers is affected by the quality of street food is being served or prepared. The study is also based on the structural equations model technique by Namkung and Jang (2007), which shows that the overall street food handlers' increasingly affects customer satisfaction and behavioral intentions. A positive customer experience is crucial to the success of your business because a happy customer is one who is likely to become a loyal customer who can help you boost revenue (Bordeaux, 2021).

Methodology

This study utilized the quantitative technique incorporating descriptive correlational research design. As explained by Ivy (2022), descriptive correlational research design aims to provide static pictures of situations and use them to describe the variables and the relationships that occur naturally between and among them. In connection, a quantitative technique was seen as the best method to reach a large portion of the targeted population (Adedoyin, 2020).

The total enumeration technique was used in examining the entire population that had a particular set of characteristics. As cited by Isagani (2021), researchers consider this as their sampling method because the entire population is so small and well-define, and a fraction of which may not measure what is required. To protect their privacy, the respondents' answers and personal data are kept completely confidential. Meanwhile, Bhandari (2021) assert that research ethics matter for scientific integrity, human rights and dignity, and collaboration between science and society. These principles make sure that participation in studies is voluntary, informed, and safe for research subjects.

Table 1

Distribution of respondents

Street Food	Vendors Population	Percentage
Barbeque Vendors	52	24
Crispy Chicken Vendors	120	55
Fish ball Vendors	48	21
Total	220	100

Findings

For the level of street food handling, facilities obtained the highest mean of 4.34 with a descriptive equivalent of very high and an SD of 0.93. It was followed by the utensils which has a mean of 4.32 with a descriptive equivalent of very high and an SD of 0.76. Then food storage, got the third ranked which has a mean of 4.27 with a descriptive equivalent of

very high and an SD of 0.83. Next, is personal hygiene which had a mean of 4.05 with a descriptive equivalent of high and an SD of 0.98. On the other hand, environment around the stall obtained the lowest mean of 3.90 with a descriptive equivalent of high and an SD of 1.06. Moreover, it had an overall mean of 4.18 with a descriptive equivalent of high. It obtained an overall standard deviation of 0.91 which food handling services was manifested.

For the level of customer satisfaction, customer retention obtained the highest mean of 4.49 with a descriptive equivalent of very high and an SD of 0.58. It was followed by the responsiveness which has a mean of 4.45 with a descriptive equivalent of very high and an SD of 0.63. Then assurance, got the third ranked which has a mean of 4.42 with a descriptive equivalent of very high and an SD of 0.59. After the assurance, next will be empathy which had a mean of 4.41 with a descriptive equivalent of very high and an SD of 0.61. In addition, food quality got the fifth ranked that obtained the mean of 4.39 with a descriptive equivalent of very high and an SD of 0.65. Next, to food quality is tangibles which had a mean of 4.38 with a descriptive equivalent of very high and an SD of 0.66. On the other hand, environment around the stall obtained the lowest mean of 4.31 with a descriptive equivalence of very high and an SD of 0.64. However, level of customer satisfaction had an overall mean of 4.41 with a descriptive equivalent of very high. It obtained an overall standard deviation of 0.62 which customer satisfaction among street food handling was much observed.

The relationship between street food handling and customer satisfaction showed a weak positive correlation with a p-value of 0.001 which is lower than the level of significant 0.05. The result indicated to the rejection of the null hypothesis.

Discussion

The level of street food handling is high and manifested. The results of this study showed that street food handling has an influence on customer satisfaction in terms of handling and serving food. It is one of the key variables contributing to increased levels of customer satisfaction. The results of the analysis showed that facilities have the power to be able to explain street food handling, followed by utensils, food storage, personal hygiene, and environment around the stall. Regarding the five factors, customers visit a street food not

only for the food yet to see if the specific food is with good presentation, quality, and safe to eat.

The level of customer satisfaction is very high and much observed. The result of this study showed that satisfied clients is one of the cornerstones to organizational success. The business must fulfil the needs of the customer by providing a respectable dining environment in order to be effective and stand out from the competition. However, people will therefore always seek out a business that can live up to their expectations.

There was a significant relationship between the level of street food handling and customer satisfaction. It meant, the higher the street food handling, the higher the customer satisfaction. Based on the results of this study, the relationship of street food handling and customer satisfaction in Barangay Tibal-og, Santo Tomas Davao del Norte was found significant. For street food owners, it is hoped that this study could influence them to implant more effective strategies in terms of food handling by providing good quality foods, with the objective of serving people in ensuring one's health as to keep customer satisfied.

Conclusion

Based on the result, there was a positive correlation between street food handling and customer satisfaction. Therefore, street foods in Santo Tomas Davao del Norte should continue to produce quality services and maintain the proper food handling to satisfy its customers and to keep them back again. Street food vendors should concentrate on providing services that increased customer satisfaction. They must adhere to particular procedures regarding the services and food quality they offer or give, as well as making sure that the equipment and the place where the food was processed are clean. In order to keep customers from shifting to other eating places, which would ultimately lead to fewer sales and lower revenue, street food vendors should raise the quality of their goods and offer fair prices.

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