"Service Quality: An Investigation of Effectiveness of DINESERV of Mang Insal Fast Food Chain in Malolos City "

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Abstract: *This study aimed to validate the five selected DINESERV specifically Assurance,Emphaty, Reliability, Responsiveness and Tangibility and evaluate the service quality of Mang Inasal. It was hypothesized that DINSERV is a valid instrument in Fast Food Chain and service quality during this New Normal.The Factor Analysis indicated using the selected factors. Fast Food Chain displayed significantly different service qualities in terms of QSR, Casual and Dining. This Study uses the standard deviation to assess the perception of individuals.*

Keywords: DINESERV,Service Quality, Mang Inasal, Fast Food Chain

INTRODUCTION

Businesses across the quick-service restaurant (QSR) industry have invested time and resources into assuring consumers that they will continue to provide the services they want and expect while keeping their safety in mind. This direct appeal to customers has been a trend in the industry for several years, particularly as QSRs invested in solutions such as apps and kiosks especially fast-food chain restaurant. Despite these trends, the unpredictability of Covid-19 has compelled food service providers to invest quickly in no-contact delivery services and kiosks mostly fast-food chain restaurant for when interiors reopen. In the case of food retailers, the current environment presents a number of additional challenges as they strive to meet new consumer demands and expectations. A large food retailer can carry up to 50,000 different items in a single location, as opposed to QSRs, which have a limited menu of interchangeable items. This fact alone complicates matters as consumers shift to online ordering, delivery, and curbside pickup. Currently, "return to normal" appears to be a long way off, so businesses are looking to technology in order to modernize the order of fulfillment and reduce the contact points, which may help them adapt to what many refer to as the "New Normal. "In line with this, the aforementioned industry plays an important role in meeting community needs in terms of availability, distribution, food quality, and, most importantly, service quality. To meet the needs of various consumers, manufacturers they must offer their best product and provide their best services to meet the needs of their customers, particularly consumers as end-users. However, as a result of the effects of Covid-19, which began in the year 2019, several businesses, establishments, and restaurants have been permanently closed. Furthermore, there are some that are still fighting, existing, and reopening, one of which is Mang Inasal, Malolos City, Bulacan..

BACKGROUND OF THE STUDY

Food service industry in the Philippines is expanding at such a rapid pace that everyone wants to be a part of it. For those who are unaware, the food service industry includes all forms of food retail. Fast-food restaurants, food kiosks, cafes, bars, take-out and delivery stores, and full-service restaurants are all included (Masigan, 2019). In line with this, Filipinos are known as one of the world's biggest food lovers in terms of eating as a trend nowadays. Such as eating everywhere, eating anywhere, and eating anything that makes them completely satisfied. Indeed, we begin eating as soon as we open our eyes and continue until we fall asleep. As an example, when we wake up in the morning, we begin eating breakfast with snacks at 10 a.m., followed by lunch with snacks at 3 p.m., and finally dinner with midnight snacks in the evening. In general, that is how Filipinos prefer to eat; however, how will it be when Filipinos enter a restaurant, particularly for dine in nowadays? Furthermore, dine-in refers to the provision of foods that were consumed in the restaurant where they were ordered rather than being taken away, also known as take out (Oxford Dictionary on Lexico.com, 2021).

In recent years, there has been a rapid increase in the number of Filipino cuisines available in the The Effectiveness of Service Quality in Mang Inasal, EDSA Guadalupe, Makati in the New Normal country's dining establishments. Behind of this, there are three aspects of consumers for dining experience that can be had, namely: food quality, physical environment, and, most importantly, the "Service Quality," which has an impact on what we call customer satisfaction. In fact, foodservice and customer satisfaction can be measured using a variety of criteria such as service quality. In a restaurant, the overall dining experience is used to conceptualize customer satisfaction by determining both food quality and service quality (Alhelalat, Habiballah, & Twaissi, 2017; Kaya, 2018).

As previously stated, service quality is a factor that can influence customer satisfaction (Lke, Kovács, & Bacsi, 2018) and re-visit intentions (Eren, 2019) as cited to (Uslu & Eren, 2020). Moreover, the term service quality was associated with two distinct words: the first is the word 'service' and the second is the word 'quality.' Service is defined as "any

activity or benefit that a person can offer to another that is essentially intangible and does not result in the ownership of anything," whereas quality has come to be recognized as a strategic tool in achieving operational efficiency and improved business performance.

As a result, service quality refers to a service provider's ability to satisfy a customer in an efficient manner in order to improve the business's performance based on the foods that being offered (Ramya, Kowsalya & Dharanipriya, 2019). What is more on, Filipino food is unique in the taste buds and the eyes of others, and however it must still be delicious. The way we eat in our daily lives makes us smart and fully strong. In any case, there are many healthy and unhealthy foods to choose from. It is up to those individuals to decide what they want to eat or prepare (LookUpgrade, 2018).

Besides, one well-loved Pinoy restaurant that has been preparing to welcome back its loyal customers and consumers is the Mang Inasal Fast Food Chain Restaurant, which is known for its bestselling "nuot-sa-ihaw sarap" Chicken Inasal. Recognizing how much the people have missed the Mang Inasal meals and attempting to face their fears about the Covid-19 (Mang Inasal. com, 2021). Furthermore, it states that its Chicken "Inasal" is a particularly tasty, juicy grilled chicken and a popular local dish. "Mang Inasal" capitalized on this and Filipinos' absorbed love for rice, giving the public what they did not realize they wanted, and became an instant hit. Aside from perfecting the "Inasal" taste, this food chain pioneered a "gimmick" on which locals could not rely, such as unlimited rice. Thus began the brand's unavoidable path to success. However, Mang Inasal is now facing the New Normal as a result of the pandemic crisis caused by the Covid-19, a disease caused by a novel coronavirus. As a result, it is known as SARS-CoV-2, and it was first reported by officials in Wuhan City, China, in December 2019 (WHO, 2020).

Therefore, there is a need for research into how service quality can fully satisfy the target customers during this pandemic era. In fact, the term "service quality" is more difficult to define and assess. A number of authors attempted to define it and provided definitions from their various points of view.

According to Panasonic (2021), new government guidelines and regulations, as well as changing consumer trends, concerns, and expectations, mean that both the food retail and service industries will need to do their second major bottom line by year 2020. With recent global events increasing the rate of change in these industries, companies are working around the clock to develop their technological infrastructure in order to meet customer and consumer demands.

As elaborated by Uslu and Eren (2020), a pandemic has recently affected the lives of businesses, particularly the people, and this new situation or new normal may involve the addition of a new dimension when it comes to service quality instruments, such as outbreak measures. Furthermore, the Covid-19 pandemic crisis has transformed the life of human history. As the rate of infection begins to slow in some hard-hit areas, early signs of recovery are appearing, and as a result, some towns, cities, and states are slowly reopening their businesses, including public areas and fast-food chain restaurants such as Mang Inasal (Maragakis, 2021).

Furthermore, it is proposed as a reliable and provides restaurateurs with a quantified measure of what consumers expect in a restaurant because unfulfilled expectations will drive guests away. The investigation of the most important service quality in a fast-food chain restaurant is the focal point.

Besides, the outcome is to obtain survey questionnaire findings with the goal of determining the expansion to which these two methods are indicating the same or similar shortfalls or contradicting each other in which the researchers will be conducted for this business research. As the demand for fast food increases, competition in the industry also heats up.

As a result, it is important for businesses to retain customers while also acquiring new ones in order to improve their products and services. Further, the study will be conducted to evaluate the service quality of Mang Inasal in relation to customers and consumer satisfactions in the aftermath of the Covid-19 pandemic crisis. This study was carried out to investigate, research, and evaluate the effectiveness of Mang Inasal service quality for its customers. It may also provide a deeper understanding of the topic as well as recommendations and solutions to societal problems

STATEMENT OF THE PROBLEM

The general problem of the study is: How may the service quality in Mang Inasal, Malolos City, Bulacan. be described the consumers' satisfaction in the New Normal. Specifically, it aims to answer the following questions:

1. How may the demographic and personal profile of the respondents be
described in terms of:
1.1. Age
1.2. Gender
1.3. Civil Status
1.4. Employment Status
2. What are the expectations of customers on the expected-service quality of Mang Inasal, Malolos City, Bulacan be described based on the following five (5) dimensions:
2.1. Tangibility
2.2. Reliability
2.3. Responsiveness
2.4. Assurance
2.5. Empathy
3. What are the perceptions of customers on the experience-service quality of Mang Inasal, Malolos City, Bulacan. be described in terms of the following five (5) dimensions:
3.1. Tangibility
3.2. Reliability
3.3. Responsiveness

3.4. Assurance
3.5. Empathy
4. Is there any significant difference between the expected and experience service quality of Mang Inasal, Malolos City, Bulacan.?
5. Based on the result of the study, what other suggestions or recommendation needed to improve the service quality of Mang Inasal, Malolos City, Bulacan. in the New Normal

OBJECTIVES OF THE STUDY

The primary goal is to assess the literature on service quality at Mang Inasal, Malolos City, Bulacan. that has been generated by researchers and is pertinent to its clients. To that end, the study addressed the following specific objectives:
1. To assess the five (5) service quality dimensions namely tangibility, reliability, responsiveness,
    assurance, and empathy.
2. To identify potential approaches to examining quality service parameters.

HYPOTHESIS

The study sought to prove the following null hypothesis:
 There is no significance difference between the expected and experience- service quality of Mang Inasal, Malolos City, Bulacan.?

SIGNIFICANCE OF THE STUDY

The study will be beneficial to the following;
Management. The study may help business owners to set some references that will guide them in planning business strategy. It will also serve as the foundation for managing the things that will affect their performances.

Prospective Researchers. It might encourage them to conduct future investigations and research about the topic. This could serve as their first step towards the pursuance of similar studies in the future that may help them to give further information concerning in the background faces of firms nowadays. In addition, this will help forward the researchers in making their study to provides a source of information, knowledge, expertise and references material especially when it comes to service quality.

SCOPE AND LIMITATION

This study determined the effectiveness of service quality in Mang Inasal, Malolos City, Bulacan in the New Normal.
The Study focused on the expectations and perceptions of customers on the expected- service quality of Mang Inasal, Malolos City, Bulacan. be described based on the following five (5) dimensions; Tangibility, Reliability, Responsiveness, Assurance and Empathy.
The age, gender, civil status and employment status were also considered.

DEFINITION OF TERMS

  To provide a clear understanding of the study, the following terms are defined conceptually or operationally.

• Assurance – It refers to knowledge and courtesy in their ability to inspire trust to their customers The Effectiveness of Service Quality in Mang Inasal, Mang Inasal, Malolos City, Bulacan in the New Normal
 • Consumer - is a person or group who pays to consume goods and/or services produced by a company or organization.
• Customer – is a person or company who buys the goods or services of another company.
• Customer Expectation – It includes everything that a customer expects from a specific product, service, or organization. Furthermore, these are formed in the minds of customers based on their individual experiences and what they have learned, as well as their prior experience and knowledge (Customer Thermometer, 2021).
• Demographic – These are statistical data use by researchers to study human groups. It refers to distinct features of a population. Demographic analysis is used by researchers to examine entire societies or groups of people (QuestionPro.com, 2021).
 • Empathy – It refers to the firm's caring, personalized attention to its customers (Arlen, 2020).
 • Perceived Quality – can be defined as a customer's perception of the overall quality and superiority of a product or service in comparison to alternatives (StudyMARKETING.org, 2021).
• Reliability – It is the ability of employees to deliver on-time and accurately on promised services (Arlen, 2020).
• Responsiveness - willingness to assist a customer or consumer and provide prompt service (Arlen, 2020).
 • Service Quality – Customers' expectations of service as they relate to a company's performance are generally compared.
 • Tangibility – It refers to the quality that is perceived through touch (Arlen, 2020).

REVIEW OF RELATED LITERATURE

        Food service industry in the Philippines is expanding at such a rapid pace that everyone wants to be a part of it. For those who are unaware, the food service industry includes all forms of food retail. Fast-food restaurants, food kiosks, cafes, bars, take-out and delivery stores, and full-service restaurants are all included (Masigan, 2019).

In line with this, Filipinos are known as one of the world's biggest food lovers in terms of eating as a trend nowadays. Such as eating everywhere, eating anywhere, and eating anything that makes them completely satisfied. Indeed, we begin eating as soon as we open our eyes and continue until we fall asleep. As an example, when we wake up in the morning, we begin eating breakfast with snacks at 10 a. m., followed by lunch with snacks at 3 p. m., and finally dinner with midnight snacks in the evening. In general, that is how Filipinos prefer to eat; however, how will it be when Filipinos enter a restaurant, particularly for dine in nowadays?

Furthermore, dine-in refers to the provision of foods that were consumed in the restaurant where they were ordered rather than being taken away, also known as take out (Oxford Dictionary on Lexico.com, 2021).

According to Canny (2016), eating out is no longer a common activity for most Filipinos in urban areas, particularly in Malolos City, which has expansion of 4,770 (City of Malolos City Bulacan Philippines, 2021). In recent years, there has been a rapid increase in the number of Filipino cuisines available in the country's dining establishments. Behind of this, there are three aspects of consumers for dining experience that can be had, namely: food quality, physical environment, and, most importantly, the "Service Quality," which has an impact on what we call customer satisfaction.

In fact, foodservice and customer satisfaction can be measured using a variety of criteria such as service quality. In a restaurant, the overall dining experience is used to conceptualize customer satisfaction by determining both food quality and service quality (Alhelalat, Habiballah, & Twaissi, 2017; Kaya, 2018). As previously stated, service quality is a factor that can influence customer satisfaction (Lke, Kovács, & Bacsi, 2018) and re-visit intentions (Eren, 2019) as cited to (Uslu & Eren, 2020).

Moreover, the term service quality was associated with two distinct words: the first is the word 'service' and the second is the word 'quality.' Service is defined as "any activity or benefit that a person can offer to another that is essentially intangible and does not result in the ownership of anything," whereas quality has come to be recognized as a strategic tool in achieving operational efficiency and improved business performance. As a result, service quality refers to a service provider's ability to satisfy a customer in an efficient manner in order to improve the business's performance based on the foods that being offered (Ramya, Kowsalya & Dharanipriya, 2019).

What is more on, Filipino food is unique in the taste buds and the eyes of others, and however it must still be delicious. The way we eat in our daily lives makes us smart and fully strong. In any case, there are many healthy and unhealthy foods to choose from. It is up to those individuals to decide what they want to eat or prepare (LookUpgrade, 2018). In fact, specifically for fast food chain restaurants, which can be found everywhere, one of which is the "Mang Inasal."

Besides, one well-loved Pinoy restaurant that has been preparing to welcome back its loyal customers and consumers is the Mang Inasal Fast Food Chain Restaurant, which is known for its bestselling "nuot-sa-ihaw sarap" Chicken Inasal. Recognizing how much the people have missed the Mang Inasal meals and attempting to face their fears about the Covid-19 (Mang Inasal. com, 2021).

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rice, giving the public what they did not realize they wanted, and became an instant hit. Aside from perfecting the "Inasal" taste, this food chain pioneered a "gimmick" on which locals could not rely, such as unlimited rice. Thus began the brand's unavoidable path to success.

However, Mang Inasal is now facing the New Normal as a result of the pandemic crisis caused by the Covid-19, a disease caused by a novel coronavirus. As a result, it is known as SARS-CoV-2, and it was first reported by officials in Wuhan City, China, in December 2019 (WHO, 2020). Therefore, there is a need for research into how service quality can fully satisfy the target customers during this pandemic era. In fact, the term "service quality" is more difficult to define and assess. A number of authors attempted to define it and provided definitions from their various points of view.

According to Panasonic (2021), new government guidelines and regulations, as well as changing consumer trends, concerns, and expectations, mean that both the food retail and service industries will need to do their second major bottom line by year 2020. With recent global events increasing the rate of change in these industries, companies are working around the clock to develop their technological infrastructure in order to meet customer and consumer demands.

In accordance to Philip and Gary Armstrong, as cited by Panasonic (2021), the term "service quality" refers to "a service firm's ability to retain its customers." In short, customer retention, in their opinion, is the best measure of what we call service quality.

As elaborated by Uslu and Eren (2020), a pandemic has recently affected the lives of businesses, particularly the people, and this new situation or new normal may involve the addition of a new dimension when it comes to service quality instruments, such as outbreak measures. Furthermore, the Covid-19 pandemic crisis has transformed the life of human history. As the rate of infection begins to slow in some hard-hit areas, early signs of recovery are appearing, and as a result, some towns, cities, and states are slowly reopening their businesses, including public areas and fast-food chain restaurants such as Mang Inasal (Maragakis, 2021).

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According to IEduNote (2021), one of the keys to conducting a successful study, in addition to careful planning, is the use of operational definitions in measuring the concepts and

variables of the researchers being studied or the terms used in research documents.

To prove the foundation upon which the present study is set, it is important to synthesize theories set forth by authorities and scholars whose works serve as structure of the principles and procedures in developing service intended to show the importance of quality service.

Indeed, every customer has the ideal expectation of the service that they want to receive when they go to a store or a restaurant. Businesses that made or exceed those expectations are considered have the high service quality.

However, today that the whole world are facing the most difficult and challenging problem which is the pandemic crisis effect of the Covid-19 the increasing problem of unemployment increased from 8.2% in the month of October year 2020 to 8.7% in month of January year 2021 as stated by (Rappler.com, 2021) and will continuously increasing if some business establishments like restaurant where not give an authority to reopen and operate in this situation, reason of relating a study about the income of the respondents included in the survey questionnaire form.

As a matter of fact, Bauer (2020) argues that restaurants and foodservice businesses were among the first economic activities to be severely impacted by the COVID-19 pandemic. Restaurant dining virtually stopped overnight in cities and states as social distancing guidelines went into effect.

According to Rivas (2020) reveals that restaurants are now also allowed to operate for more than fifty percent (50%) capacity. For the same reason, the Department of Trade and Industry (DTI) also releases a list of establishments allowed to operate for about one hundred percent (100%) capacity under General Community Quarantine (GCQ). Moreover, restaurants in areas under general community quarantine (GCQ) have been allowed to operate for about twenty-four (24) hours a day starting Saturday of October 3 from last year 2020, the Department of Trade and Industry (DTI) said. It states here,

"In Memorandum Circular No. 20-52 issued on Friday, October 2, Trade Secretary Ramon Lopez lifted the window hour restrictions for restaurants and allowed dine-in, take-out, and delivery services amid the coronavirus-triggered recession."

In general, around 24/7 food delivery services under GCQ were approved in August of 2020. Restaurants can now operate at more than 50% capacity, subject to the guidelines of the corresponding local government unit (LGUs). Furthermore, local governments would set limits on the number of alcoholic beverages that can be served in restaurants.

Specifically, the fast-food industry has become a highly profitable industry all over the world, which is why service quality is so important in making customers happy and convincing them to return to the restaurant. Since disconfirmation theory is commonly used to define the concept of service quality. Customers assess service quality by comparing their expectations for a particular service to the one that is actually delivered, based on the aforementioned theory. Essentially, service quality means meeting or exceeding the expectations of the customer (Markovi, Raspor, & Dori, 2011).

Expectancy-Disconfirmation Theory is clearly one of the various frameworks developed to explain customer satisfaction, including the Equity Theory, Attribution Theory, Value-Percept Theory, Dissonance Theory, Contrast Theory, Comparison Level Theory, Importance-Performance Theory, and Evaluative Congruity Theory (Yüksel & Yüksel, 2021).

According to SpringerLink (2020), the Expectation Theory (also known as Expectancy-Disconfirmation Theory) is the most widely accepted theory concerning customer satisfaction processes. In accordance to the theory, satisfaction/dissatisfaction arises from a customer's comparison of the performance (of a specific product or service) with predetermined performance standards. In addition, based to the view about the predetermined standards are the customers' predictive expectations. Three possible outcomes of the comparison are possible the following:

First, Positive Disconfirmation occurs when performance is perceived to be better than expected. In this case, the customer is overjoyed. Second, when performance is perceived to be exactly equal to expectations-customers are likely to be satisfied-the Zero Disconfirmation occurs. Finally, when performance falls short of expectations, this is referred to as Negative Disconfirmation. Without a doubt, negative disconfirmation may result in dissatisfied or unhappy customers. Besides, the importance of achieving positive disconfirmation has gained popularity.

Huang (2021), reveals that Oliver was conceptualized the Disconfirmation of Expectations paradigm in 1980 and 1997. Moreover, it was derived from a subject of study for the purpose of preliminary satisfaction. The standard method for studying satisfaction involves comparing prior expectations to observed performance. Customers' perceptions of overall satisfaction are based on a comparison of expectation and outcome performance, according to the stated theory.

3.1 METHODOLOGY and DATA ANALYSIS

This chapter provides a detailed explanation of the research approach employed in this investigation. It explained the methodologies that were used in the study to collect the relevant data. The population and samples are reported and described according to the chosen instrument. The quantitative method was be adopted for investigation. In this

study, data collection, processing of relevant information and application of mathematical or statistical models, methodologies, and techniques were used to make the information available to readers. Furthermore, quantitative educational research is a sort of research in which researcher identify what to examine, ask particular questions, collect measurable data from respondents, analyze these figures using statistics, and initiate the question in an unbiased, objective manner.

Methods and Techniques of the Study

The descriptive comparative study strategy proved to be really useful in carrying out this analysis. A descriptive comparative research design was employed to best address the study's problem and achieve its goal. According to Brainmass (2021), this design is acceptable because the objective is to represent the satisfactions of Mang Inasal, Mang Inasal, Malolos City, Bulacan customers in relation to the service quality offered by the firm itself. The descriptive comparative research design also helped this study in describing the consumers' assessing abilities. Furthermore, the study's main focus is the effectiveness of Mang Inasal, Malolos City, Bulacan service quality to its consumers of how they are being judged based to their expectations and perceptions in regard of their satisfactions. Comparisons were conducted between consumer expectations and perceptions to determine whether Mang Inasal, Mang Inasal, Malolos City, Bulacan service has satisfied its customers. To get a better and clearer picture of the consumers' evaluation abilities, a survey questionnaire form was adapted from Abezie (2019) was given to them to answer. A thorough examination of related literature and studies was undertaken first in order for the researcher to have the significant and ground breaking information about the problem.

The Respondents' Evaluating Skills were described. The results of the DINESERV Likert Scale survey questionnaire were used to improve the service quality at Mang Inasal, Malolos City, Bulacan. The number of respondents in the survey was determined via random sampling. The study included a total of thirty (30) respondents. Each respondent was given a questionnaire to complete the study.

Research Instrument

The instrument used in this research to collect data is DINESERV Survey Questionnaire. It consists of a four-point rating scale to indicate how satisfied or dissatisfied respondents are with given evaluations of their expectations and views, with 4 representing strongly agree and 1 representing strongly disagree. The questionnaire used assessed the validity and acceptability of Mang Inasal, Malolos City, Bulacan service quality in relation to the expectations and perceptions of its customers.

The researcher sought permission to conduct the questionnaire to the respondents involved in the study to avoid annoyance to the diners of said fast food chain restaurant. The questionnaire was given to the respondents in accordance with the agreement with the manager of the restaurant. The completed questionnaires were personally retrieved by the researchers' appreciation to the study's participants. The statistical treatment applied in the data study was weighted mean. The statistical treatment of data involved the application of frequency, percentage distribution, and means outcomes. The data analysis is conducted after data collected from the primary data or sources.

The formula will be: $\% = F$;

where % = Percentage

F = Frequency

n = Number of respondents

The Mean which is a descriptive statistic is used to get the average or central value that will be used in the analysis of the questionnaires (Likert Scale).

The formula is: $X = (\Sigma\chi)$;

where X = Mean

$\Sigma\chi$ = Overall Scores n = Overall Number The first step in data collecting will be to obtain the Demographic Profile of the consumers-respondents, which must then be examined and interpreted. The second element is about the respondents' expectations and views, which will also be examined in the questionnaire supplied to the consumers-respondents. A scale of 1-4 will be used to determine consumers' expectations and impressions of five dimensions of service quality.

The evaluating skills of the respondents will be analyzed using the following rate of scale:

Rating Scale Interpretation	Numerical Range	Visual
4 Strongly Agree		3 .4-4.20
3 Agree		2.61-3.40
2 Disagree		1.81-2.60
1 Disagree	1.00-1.80	Strongly

Presentation, Analysis and Interpretation of Data.

This chapter presents the data gathered and corresponding results, analyses of data and interpretation of the same. The results and finding are presented in order in which statements of the problem were presented.

I. Demographic Profile

Table 1. Ages of Respondents

A. Age	Frequency	Percentage
11-20	2	6.67%
21-30	23	77%
31-40	3	10
41-50	1	3.33
50-above	1	3.33
Total	30	100%

It can be seen from table 1 that of the 30 respondents only 2 belong to ages 11-20 which is 6.67% of the respondents. More of the respondents belong to ages 21-30 which is 23 or 77% of the respondent. It is followed by ages 31-40 which is 3 or 10% and both 41 to 50 and 50 above is only 1 or 3.33% each.

Table 2. Gender of Respondents

B. Gender	Frequency	Percentage
Male	6	20%
Female	24	80%
The gender Total	30	100%

Regarding the gender of respondent, it can be seen that most of them are female with a frequency of 24 or 80% compared with male which has a frequency of 6 or 20%.

Table 3. Marital Status of Respondents

C. Marital Status	Frequency	Percentage
Single	16	53%
Married	13	43%
Widow	1	3.33%
Separated	0	0
Total	30	100%

In marital status, the table 3 shows that most of the respondents are single with 16 or 53% followed by married with 13 or 43% and then 1 widow or 3.33%.

Table 4. Employment Status of Respondents

D. Employment Status	Frequency	Percentage
Employed	28	93.3%
Unemployed	1	3.33%
Retired	1	3.33%
Total	30	100%

In employment status, table 4 presents that 93.3% are employed and 0.9 or 1% both for unemployed and retired respondents.

II. Service Quality

Table 5. Factors that determine the Service Quality of Mang Inasal, Malolos City Bulacan

	SA	EO	D (EO-SA)	A	EO	D (EO-A)	D	EO	D (EO-D)	SD	EO	D (EO-SD)
1. Assurance	12	30	18	17	30	13	0	30	30	1	30	29
2. Empathy	13	30	17	16	30	14	0	30	30	1	30	29
3. Reliability	15	30	15	13	30	17	0	30	30			
4. Responsiveness	16	30	14	14	30	16	0	30	30			
5. Tangibility	15	30	15	15	30	15	0	30	30			

After subjecting the data gathered to the SPSS (Statistical Package for Social Sciences), It came out that the computed value of 3.22 is less than the tabular value of 6.39, then we accept the H_0 that there is no significant difference between the expected and the experienced-service quality of Mang Inasal, Malolos City, Bulacan..

Legend:
SA- Strongly Agree
A- Agree
D-Disagree
SD-Strongly Disagree
EO-Expected Outcome
D- Difference

III. Expectation and Experience on the Service Quality of Mang Inasal, Malolos City, Bulacan

Service quality were subjected to Likert Scale to find out how deep is the knowledge of the respondents on the quality of Service of Mang Inasal, Malolos City, Bulacan..

It could be gleaned that in the quality assurance 12 or 40% of the respondents are very satisfied with Mang Inasal, Mang Inasal, Malolos City, Bulacan. They stated that they maintain safe distance from one another in the preparation of food. It is also a requirement for them to disinfect and clean work spaces and equipment. It can also be seen that employees make customers feel comfortable and confident with them.

From the table, it is clearly indicated that employees gave a little difference when it comes to empathy. It is indicated that 16 or 53.33% are satisfied and 14% or 46.67%. It means that most employees are sensitive to customers' needs and wants to make them feel special. The employees are very sympathetic and have the customers' best interests at heart.

The table also shows that Reliability, employees of Mang Inasal, Malolos City, Bulacan serves ordered foods at the time promised and implements new normal protocols like proper sanitation, temperature scanning and hot food.

It can be gleaned in the table that regarding Tangibility the frequency is divided into strongly agree and agree with 50 percent frequency each which means that all respondents agree that Mang Inasal has visually attractive dining area and proper meter of distancing per seat and table. It has also proper isolation tool which provide less social contact between restaurant employees and customers. They are very satisfied with tables and chairs disinfected regularly with staff members that are clean, neat and appropriately dressed with

face masks. Mang Inasal, EDSA Guadalupe, Makati also have comfortable seats, clean comfort rooms and area with good ambience.

Summary of Findings, Conclusions and Recommendations

This chapter presents the summary of finding from the data gathered, conclusions drawn from the findings and recommendations which the researcher has deemed necessary in view of the findings and conclusion presented.
Summary

1. The respondents involved in the study are between the ages of 11 to 50 above.
2. Most of the repondents are female and married that are employed.
3. The perception of the respondents on the service quality of the employees is that they performed very well in the factors enumerated as, maintain safe distance from one another, proper preparation of food, clean work spaces and equipments and employees makes customers feel comfortable and confident.
4. Since the observed value is less than the tabular value, then the null hypothesis of no significant difference between the expected and experience- service quality of Mang Inasal EDSA Guadalupe is accepted.
Recommendations:
1. For those who will make a further study on this research, the researcher suggets that they revisit the service program of the operations of food services.
2. Support continuity or sustainability plan.
3. The interested researchers may also add some factors to be added for research such as
    a. misuse of technology
    b. responsibility, respect and resolution of issues
    c. keeping loyal customers

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