Challenges of Fast-Food Establishments Amidst Pandemic

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Abstract: Many business establishments have been disappearing ever since the pandemic happened. The impact of the pandemic was surely all over the world. Due to the pandemic, precautions were enforced in order to flatten the COVID-19 curve such as community lockdowns, social distancing, stay at home orders, travel mobility restrictions have resulted in temporary closure of many restaurants (Bartik et al. 2020). According to a study conducted by the "Journal of Hospitality Marketing & Management" (Wen-Qi Ruan, Shu-Ning Zhang, & Yong-Quan Li, 2020); over 50% of individuals are not willing to dine in at a restaurant immediately (Gursoy et al. 2020). The findings suggest that customers in general do not feel comfortable to dine in public due to the pandemic. Though some establishments were allowed to operate, travel restrictions were still as strict as ever. Deliveries of supplies coming from different locations were delayed due to travel restrictions. This also caused many people to panic buy, thus emptying shelves from supermarkets and such "at this time of crisis, food security is associated with consumers' access to food rather than food availability" (OECD, 2020b). This chapter presents the research design where the researchers used descriptive-quantitative survey, and in this chapter also includes Locale of the study, where it presents the history of the location, the research instrument, the respondents, the data gathering procedure and the statistical treatment of data. Conducting this study will determine the risk level of these challenges. By doing so, this will help the fast-food establishments to sort out the challenges and at the same time, formulate effective solutions to the challenges and to prepare them for struggles they may have to face in the future.

Keywords— fast food, Olongapo city, pandemic, challenges, supply, customer, staffing, safety protocols, market economy

1. INTRODUCTION

Many business establishments have been disappearing ever since the pandemic happened. The impact of the pandemic was surely all over the world. Due to the pandemic, precautions were enforced in order to flatten the COVID-19 curve such as community lockdowns, social distancing, stay at home orders, travel mobility restrictions have resulted in temporary closure of many restaurants (Bartik et al. 2020). Countries that were affected by the virus enforced total lockdowns in order to prevent the spread of the virus. This led to closure of many establishments during the lockdown, but the quick action of their government helped their country to lessen the spread of the virus hence lifting their lockdowns earlier. However, this does not apply to the Philippines. The lockdown in the Philippines persisted for almost 6 months and counting. This resulted in many establishments going bankrupt. Some establishments were doing well before the pandemic but collapsed during the calamity due to different challenges these restaurants must face. However, there are some who are still functioning and are doing well against the challenges thrown to then by the pandemic. These are fast-food establishments and these establishment will be the respondents of our research study.

Months passed after the enforced safety protocols of governments; restaurant establishments were allowed to operate at a limited seating capacity. But even so, this doesn't mean that customers will still be willing to risk their safety in order to dine in public. According to a study conducted by the "Journal of Hospitality Marketing & Management" (Wen-Qi Ruan, Shu-Ning Zhang, & Yong-Quan Li, 2020); over 50% of individuals are not willing to dine in at a restaurant immediately (Gursoy et al. 2020). The findings suggest that customers in general do not feel comfortable to dine in public due to the pandemic. Though some establishments were allowed to operate, travel restrictions were still as strict as ever. Deliveries of supplies coming from different locations were delayed due to travel restrictions. This also caused many people to panic buy, thus emptying shelves from supermarkets and such "at this time of crisis, food security is associated with consumers' access to food rather than food availability" (OECD, 2020b). Aside from this issue, the global economy was also impacted tremendously by the pandemic. "The world's economy was shut down in almost overnight." (UNTWO, 2020). This issue was felt by all establishment especially restaurant establishments by causing unstable prices of imported and local ingredients which made restaurants adjust their menu prices which built up tensions in competition among the food industry. The pandemic also brought challenges to employees of this establishment. In order to save expenses, establishments were forced to lay off employees resulting to lack of manpower (Phil Lord et al. 2020). Nervousness and anxiety in a society affect everyone to a large extent. Recent evidence suggests that people who are kept in isolation and quarantine experience significant levels of anxiety, anger, confusion, and stress (Brooks SK, Webster RK, Smith LE, Woodland L, Wessely S, Greenberg N, et al.). The anxiety of being exposed to the COVID every time employees travel from their homes to their respective workplaces and the personal stress the pandemic brings to each individual is an issue to the establishments well-being as well.

The study conducted via electronic questionnaire online sent through their social media or their email addresses. This study help fast-food establishments to identify what challenges must be dealt with utmost urgency.

Conducting this study will determine the risk level of these challenges. By doing so, this will help the fast-food establishments to sort out the challenges and at the same time, formulate effective solutions to the challenges and to prepare them for struggles they may have to face in the future. Upon completing the research, it will determine which challenges brought by the pandemic holds the most level of risk, which aspect of the establishment were greatly challenged and the researchers to suggest solutions towards the challenges with the highest level of threat.

This research study is designed to specifically answer the following questions:

1.What is the business demographic profile of the respondents in terms of:
      1.1 Type of Fast-food Establishment
      1.2 Location of Business
      1.3 Length of Service
      1.4 Establishment Capacity
      1.5 Manpower

2. How are the respondents challenged in these aspects in terms of:
      2.1 Supply
      2.2 Enforced Safety Protocols
      2.3 Staffing
      2.4 Market Economy
      2.5 Customers

3. Are there significant differences in the respondent's business demographic profile when grouped according to the challenges?
4. Based on this analysis, what implications can be drawn from this research study?

2. METHODOLOGY

The type of research used in this study is descriptive-quantitative research wherein it aims to investigate the risk level of the challenges of fast-food establishments this pandemic. This research used the quantitative survey where the researchers conducted an electronic survey via google forms that was sent through the social media and email contacts of employees. This part also includes Locale of the study, where it presents the history of the location, the research instrument, the respondents, the data gathering procedure and the statistical treatment of data.

The target respondents of this study are the employees of fast-food establishments that face challenges in this pandemic who are residents of Olongapo City.

The researchers used the judgement (or purposive) sampling is a non-probability sampling technique where samples rely on the judgement of the researcher. Researchers may implicitly thus choose a "representative" sample to suit their needs, or specifically approach individuals with certain characteristics. Researchers choose these sample considering the selected respondents will represent the fast-food establishment in the area.

The researcher distributed electronic survey questionnaires to the respondents. The target population for this study is defined to include different fast-food establishments including its employees. The researcher will target 100 respondents from different fast-food establishments in Olongapo city.

This study composed of business demographics to determine if the business demographics is relevant in the study.

The first part is the business demographic profile of the respondent that includes their respective establishments, location of business, length of services, establishment capacity, number of employees, and their establishment starting capital.

The 2nd part shows the aspect of challenges the pandemic has brought to fast-food establishments. The aspects mentioned are generally the aspects which will induce challenges caused by the pandemic which are the following: supply, enforced safety protocols, establishment's employees, market economy, and customers (Laura H. Yalanis, 2020), (PREVISOR, 2020), (NCONNECTIONS, 2020).

The researchers used different ways to treat the data from the statement of the problem. Descriptive Statistic first two which will be the demographic profile; Independent T-Test for gender and the One-Way Analysis of Variance (ANOVA) for the rest.

The researchers used the One-Way Analysis of Variance (ANOVA) to determine whether there are significant differences in risks levels among the mentioned challenges towards the respondents' profiles.

The options in this checklist will follow the 5-point likert scale, where each option will be weighted as follows: (4.21-5.00) - Very High Risk; (3.41-4.20) - High Risk; (2.61-3.40) - Medium Risk; (1.81-2.60) - Low Risk; (1.00-1.80) - Very Low Risk

3. RESULTS AND DISCUSSION

Table 1. Frequency, Percentage and Rank Distribution of the Respondents in Terms of Fast-Food Establishment

	Frequency	Percent	Valid Percent	Rank
McDonalds	22	14.7	14.7	4
Jollibee	31	20.7	20.7	2
KFC	14	9.3	9.3	6
Chowking	27	18.0	18.0	3
Greenwich	18	12.0	12.0	5
Mang Inasal	33	22.0	22.0	1
Others	5	3.3	3.3	7
Total	150	100.0	100.0	

Table 1 shows the frequency and percentage distribution of the respondent's profile according to Fast Food Establishment. The highest percentage of twenty-two percent (22.0%) is mang inasal and lowest percentage of three-point three percent (3.3%) of the respondents is others. *This implies that there are much more respondents who are working in the fast-food chain "Mang Inasal". Mang Inasal has always been a popular fast-food establishment due to its trademark "Unli Rice". This is in no wonder that many filipinos are loving this establishment due to their love of rice (BusinessMirror, 2018).* This implies that the establishment increased its manpower in order to cope up with its increasing popularity regardless of the pandemic.

Table 2. Frequency, Percentage and Rank Distribution of the Respondents in Terms of Location of Business

	Frequency	Percent	Valid Percent	Rank
Magsaysay Drive	49	32.7	32.7	1
Ulo ng Apo	44	29.3	29.3	2
Rizal Avenue	26	17.3	17.3	4
Triangle, West 21st Street	28	18.7	18.7	3
Others	3	2.0	2.0	5

Table 2 shows the frequency and percentage distribution of the respondent's profile according to location of business. The highest percentage of thirty-two point seven (32.7%) of the respondents are from Magsaysay Drive and the lowest percentage of two percent (2%) are from others because there are more employees of the fast-food restaurant in Magsaysay Drive compared to the establishment in other areas in Olongapo. Magsaysay Drive is known to have the greatest number of commercial establishments due to its location. *Being located at the heart of Olongapo, Magsaysay drive offers a wide range of entertainment and is where most locals and domestic tourist go (OC Night Life, Islakultura).* This implies that Magsaysay drive is the location where there are the greatest number of active fast-food establishments.

Table 3. Frequency, Percentage and Rank Distribution of the Respondents in Terms of Length of Service

	Frequency	Percent	Valid Percent	Rank
1-12 Months	30	20.0	20.0	3
13-24 Months	69	46.0	46.0	1
Beyond 24 Months	51	34.0	34.0	2

Table 3 shows the frequency and percentage distribution of the respondent's profile according to length of service. The highest percentage was forty-six percent (46.0%) of the respondents who spent time in their work in the fast-food restaurant and the lowest percentage of twenty percent (20.0%) was only for 1-12 months at work. *The common law of most states holds a general rule that, without asking for and receiving the employer's consent, an employee cannot hold a second job if it would compete or conflict with the first job (Murdock FORBES).* This implies that most of the respondents was already working in their respective establishments prior to the pandemic.

Table 4. Frequency, Percentage and Rank Distribution of the Respondents in Terms of Establishment Seating

	Frequency	Percent	Valid Percent	Rank
1-10 Pax	12	8.0	8.0	3
11-20 Pax	65	43.3	43.3	2
21 Pax above	73	48.7	48.7	1

Table 4 shows the frequency and percentage distribution of the respondent's profile according to establishment seating. The highest percentage was forty-eight-point seven percent (48.7%) of the respondents whose establishment capacity are above 21 pax and the lowest percentage was eight percent (8%) for those establishment whose seating capacity ranges from 1-10 pax. *Maximum customer capacity will be reduced to 50% of the restaurant's seating or venue capacity. (Consuelo Marquez, DOT).* This table shows that half of the fast-food restaurants included on the respondents were still able to operate despite their low seating capacity due to the pandemic.

Table 5. Frequency, Percentage and Rank Distribution of the Respondents in Terms of Number of Manpower

	Frequency	Percent	Valid Percent	Rank
1-3	3	2.0	2.0	4
4-7	16	10.7	10.7	3
8-10	51	34.0	34.0	2
11 and above	80	53.3	53.3	1

Table 5 shows the frequency and percentage distribution of the respondent's profile according to manpower. The highest percentage was fifty-three-point three percent (53.3%) of the respondent's establishment has 11 and above active employees and the lowest percentage was two percent (2%) whose establishments only has 1-3 active employees. *Levels of anxiety and worry about the pandemic have fallen from 62%*

at the beginning of lockdown to 49% more recently (FUSIONOH, 2021). This table shows that majority of the fast-food establishments has maintained a decent amount of manpower despite the pandemic.

Table 6. Computed Mean and Verbal Interpretation of the Challenges of Fast-Food Establishments during the Pandemic.

Supply	Mean	Verbal Interpretation
1. Long Delivery Time of Supplies due to Travel Bans	4.0733	HR
2. Citizen's Panic Buying in Markets and Super Markets	4.0133	HR
3. Supply Shortages in the Market	4.0867	HR
4. Low Selection of Ingredients due to Low Market Supplies	4.0667	HR
5. Supply Spoilage due to Forced Establishment Closures	4.0133	HR
Supply Mean	4.0507	High Risk

Legend: Verbal Interpretation; VLR = Very Low Risk; LR = Low Risk; MR = Moderate Risk; HR = High Risk; VHR = Very High Risk

Table 6 shows that the supply aspect received a mean of 4.0507, hence falling under the likert-scale 3.40-4.20 (High Risk). The variables under supply all received a High-Risk interpretation, implying that the respondents treated these challenges as a high risk to their current establishment.

Among the five statements mentioned in the aspect of supply, "Supply Shortages in the Market" received the highest mean. *In the light of recent challenges in food supply chain, there is now considerable concern about food production, processing, distribution, and demand. COVID-19 resulted in the movement restrictions of workers, changes in demand of consumers, closure of food production facilities, restricted food trade, polices, and financial pressures in food supply chain. (Serpil Aday, Mehmet Seckin Aday).* This indicates that a high number of the respondents posed this challenged as a greater risk compared to the other statements. "Supply Spoilage due to Forced Establishment Closures" received the lowest mean amongst the five statements under supply which indicates that this variable was posed as the lowest risk the respondent's perception.

Table 7. Computed Mean and Verbal Interpretation of the Challenges of Fast-Food Establishments during the Pandemic.

Enforced Safety Protocols	Mean	Verbal Interpretation
1. The 50% Limited Seating Capacity Policy	4.3000	VHR
2. Enforced "No Face Mask No Service Policy"	4.2867	VHR
3. Limited Operating Hours due to Curfews	4.2400	VHR
4. Enforced "1 Seat Apart" on Restaurant Establishments	4.2867	VHR
5. Enforced "Above 37.5C Temperature No Entry" Service Restriction	4.2133	VHR
Enforced Safety Protocols Mean	4.2653	Very High Risk

Legend: Verbal Interpretation; VLR = Very Low Risk; LR = Low Risk; MR = Moderate Risk; HR = High Risk; VHR = Very High Risk

Table 7 shows that the enforced safety protocols aspect received a mean of 4.2653, hence falling under the likert-scale 4.21-5.00 (Very High Risk). The variables under enforced safety protocols all received a Very High-Risk interpretation, implying that the respondents treated these challenges as a very high risk to their current establishment.

Among the five statements mentioned in the aspect of enforced safety protocols, "The 50% Limited Seating Capacity Policy" received the highest mean. *Maximum customer capacity will be reduced to 50% of the restaurant's seating or venue capacity. (Consuelo Marquez, DOT).* This indicates that most of the respondents posed this challenged as a higher risk compared to the other statements. "Enforced Above 37.5C Temperature No Entry Service Restriction" received the lowest mean amongst the five statements under supply which indicates that this variable was posed as the lowest risk the respondent's perception.

Table 8. Computed Mean and Verbal Interpretation of the Challenges of Fast-Food Establishments during the Pandemic.

Staffing	Mean	Verbal Interpretation
1. Limited Manpower in the Establishment	4.2200	VHR
2. Possibility of Exposure to COVID 19 to Employees	4.3267	VHR
3. Declining work quality of Employees due to Pandemic Stress	4.1267	HR
4. Declining Employee's Welfare due to the Pandemic	4.1800	HR

5.	Reduced Working Shifts of Employees due to the Curfew Policy	4.2467	VHR
	Staffing Mean	4.2200	Very High Risk

Legend: Verbal Interpretation; VLR = Very Low Risk; LR = Low Risk; MR = Moderate Risk; HR = High Risk; VHR = Very High Risk

Table 8 shows that the staffing aspect received a mean of 4.2200, hence falling under the likert-scale 4.21-5.00 (Very High Risk). The variables under enforced safety protocols received a mixed interpretation of High Risk and Very High-Risk interpretation, implying that some of the variables in the aspect of staffing had a mixed level of risk in the perception of the respondents.

Among the five statements mentioned in the aspect of staffing, "Possibility of Exposure to COVID 19 to Employees" received the highest mean. *Company executives also point out that COVID-19 will have an impact on performance efficiency: 46% of the respondents expect a reduction in performance targets in 2021 (DELOITTE, 2021).* This indicates that most of the respondents posed this challenged as a higher risk compared to the other statements. "Declining work quality of Employees due to Pandemic Stress" received the lowest mean amongst the five statements under supply which indicates that this variable was the lowest risk the respondent's perception.

Table 9. Computed Mean and Verbal Interpretation of the Challenges of Fast-Food Establishments during the Pandemic.

Market Economy		Mean	Verbal Interpretation
1.	Unstable Price of Imported/Local Ingredients	4.2400	VHR
2.	Changes in Competitor's Menu Pricings	4.1467	HR
3.	Increased Labor Costs on Maintenance	4.1133	HR
4.	Increased Price of Restaurant Equipment	4.0867	HR
5.	Unstable Prices of Restaurant Supplies	4.1467	HR
	Market Economy Mean	4.1467	High Risk

Legend: Verbal Interpretation; VLR = Very Low Risk; LR = Low Risk; MR = Moderate Risk; HR = High Risk; VHR = Very High Risk

Table 9 shows that the market economy aspect received a mean of 4.1467, hence falling under the likert-scale 3.40-4.20 (High Risk). The variables under market economy received a majority of High Risk and one Very High-Risk interpretation, implying that most of the variables in the aspect of Market Economy had a high level of risk in the perception of the

respondents. *The COVID19 pandemic has caused direct impacts on income due to premature deaths, workplace absenteeism, and reduction in productivity and has created a negative supply shock, with manufacturing productive activity slowing down due to global supply chain disruptions and closures of factories (Anton Pak, et al 2020).*

Among the five statements mentioned in the aspect of market economy, "Unstable Price of Imported/Local Ingredients" received the highest mean. This indicates that most of the respondents posed this challenged as a higher risk compared to the other statements. "Increased Price of Restaurant Equipment" received the lowest mean amongst the five statements under market economy which indicates that this variable was posed as the lowest risk the respondent's perception.

Table 10. Computed Mean and Verbal Interpretation of the Challenges of Fast-Food Establishments during the Pandemic.

Customers		Mean	Verbal Interpretation
1.	Customer Trust Issues to Public Dining due to COVID19	4.4133	VHR
2.	Customer Trust Issues to Restaurant's Food Safety	4.4133	VHR
3.	Possibility of Customers Spreading COVID in the Establishment	4.3400	VHR
4.	Uncooperative Customers towards New Restaurant Safety Policies	4.4067	VHR
5.	Sudden Change of Wants and Demands of Customers to Food Products due to the Pandemic	4.3867	VHR
	Customers Mean	4.3920	Very High Risk

Legend: Verbal Interpretation; VLR = Very Low Risk; LR = Low Risk; MR = Moderate Risk; HR = High Risk; VHR = Very High Risk

Table 10 shows that the customer's aspect received a mean of 4.3920, hence falling under the likert-scale 4.21-5.00 (Very High Risk). The variables under the customer's aspect all received a Very High-Risk interpretation, implying that the respondents imposed these challenges as a very high risk to their current establishment.

Among the five statements mentioned in the aspect of customers, "Customer Trust Issues to Public Dining due to COVID19" and "Customer Trust Issues to Restaurant's Food Safety "both received the highest mean. *Based on a study conducted by our team, a large portion of individuals over 50% are not willing to dine at a restaurant immediately. Only*

a quarter of the customers have already dined in a restaurant (Gursoy et. al. 2020). This indicates that most of the respondents posed these two variables as a higher risk compared to the other statements. "Possibility of Customers Spreading COVID in the Establishment" received the lowest mean amongst the five statements under the aspect of customers which indicates that this variable was posed as the lowest risk in the respondent's perception.

Table 11. Computed Mean Square, F-value, and Significant Difference on the Business Demographic Profile of the Respondents to the Challenges of Fast-Food Establishments during the Pandemic In Terms of Fast Food Establishments

Challenges of Fast-Food Establishments during the Pandemic.	Fast Food Establishments	Mean	Hypothesis	Verbal Interpretation
Supply	McDonalds	4.3091	Significant	Not Significant
	Jollibee	3.8516		
	KFC	4.2143		
	Chowking	4.1259		
	Greenwich	3.7444		
	Mang Inasal	4.1455		
	Others	3.76		
Enforced Safety Protocol	McDonalds	4.3818	Significant	Not Significant
	Jollibee	4.1097		
	KFC	4.4429		
	Chowking	4.4		
	Greenwich	4.0111		
	Mang Inasal	4.3818		
	Others	3.64		
Staffing	McDonalds	4.4	Significant	Not Significant
	Jollibee	4.1548		
	KFC	4.4		
	Chowking	4.3407		
	Greenwich	3.7667		
	Mang Inasal	4.3091		
	Others	3.72		
Market Economy	McDonalds	4.2909	Significant	Not Significant
	Jollibee	3.9613		
	KFC	4.3571		
	Chowking	4.3333		
	Greenwich	3.6333		
	Mang Inasal	4.3273		
	Others	3.72		
Customers	McDonalds	4.6818	Significant	Not Significant
	Jollibee	4.2		
	KFC	4.5714		
	Chowking	4.363		
	Greenwich	4.3556		
	Mang Inasal	4.4		
	Others	4.04		

Table 11 shows that all the respondents received a no significant difference interpretation in the Challenges of Fast-Food Establishments in terms of Fast-Food Establishment. This implies that the respondents' evaluation is at the same level regardless of where they work. *According to the Institute for Development and Econometric Analysis, Inc. (IDEA) latest Industry Trends, a regular publication produced by IDEA, food is always viewed as an indispensable household necessity (Ed F. Limtingco).* Based on the data provided by the table, we can assume that the challenges are at the same level regardless of what the fast-food establishment is.

Table 12. Computed Mean Square, F-value, and Significant Difference on the Business Demographic Profile of the Respondents to the Challenges of Fast-Food Establishments during the Pandemic In Terms of Location of Establishment

Challenges of Fast-Food Establishments during the Pandemic.	Location of Establishment	Mean	Hypothesis	Verbal Interpretation
Supply	Magsaysay Drive	4.0531	Significant	Significant
	Ulo ng Apo	4.5		
	Rizal Avenue	3.6615		
	Triangle, West 21st Street	3.7286		
	Others	3.8		
Enforced Safety Protocol	Magsaysay Drive	4.1184	Significant	Significant
	Ulo ng Apo	4.7182		
	Rizal Avenue	4.0923		
	Triangle, West 21st Street	4.0929		
	Others	3.1333		
Staffing	Magsaysay Drive	4.1429	Significant	Significant
	Ulo ng Apo	4.6318		
	Rizal Avenue	4.0231		
	Triangle, West 21st Street	3.9357		
	Others	3.8		
Market Economy	Magsaysay Drive	4.0367	Significant	Significant
	Ulo ng Apo	4.6318		
	Rizal Avenue	3.7846		
	Triangle, West 21st Street	3.9143		
	Others	4.1333		
Customers	Magsaysay Drive	4.2816	Significant	Significant
	Ulo ng Apo	4.6773		
	Rizal Avenue	4.2462		
	Triangle, West 21st Street	4.3071		
	Others	4.0667		

Table 12 shows that all the respondents received a significant difference interpretation in the Challenges of Fast-Food Establishments in terms of Location of Establishment. *After the advent of COVID-19, the foodservice sector was majorly hit by the strict lockdown measures introduced in the Philippines to limit the spread of the virus. These measures were taken to improve the economy, which was foreseeing the downfall after the imposition of strict lockdown measures in the country (MORDOR Intelligence).* This implies that the respondents' evaluation is at the same level regardless of where the establishment is located. Based on the data provided by the table, we can assume that the level of challenges differs depending on the establishment's location.

Table 13. Computed Mean Square, F-value, and Significant Difference on the Business Demographic Profile of the Respondents to the Challenges of Fast-Food Establishments during the Pandemic in Terms of Length of Service

Challenges of Fast-Food Establishments during the Pandemic.	Length of Service	Mean	Hypothesis	Verbal Interpretation
Supply	1-12 months	3.5867	Significant	Significant
	13-24 months	4.3478		
	Beyond 24 months	3.9216		
Enforced Safety Protocol	1-12 months	3.9	Significant	Significant
	13-24 months	4.487		
	Beyond 24 months	4.1804		
Staffing	1-12 months	3.78	Significant	Significant
	13-24 months	4.5304		
	Beyond 24 months	4.0588		
Market Economy	1-12 months	3.8333	Significant	Significant
	13-24 months	4.371		
	Beyond 24 months	4.0275		
Customers	1-12 months	3.98	Significant	Significant
	13-24 months	4.5536		
	Beyond 24 months	4.4157		

Table 13 shows that all the respondents received a significant difference interpretation in the Challenges of Fast-Food Establishments in terms of Length of Service. *With the implementation of the Enhanced Community Quarantine (ECQ) covering the entire island of Luzon in the Philippines, the majority of organizations in the country have also implemented policies to ensure employee welfare and business continuity to minimize impact during the ECQ period (NASDAQ: WTLTW).* This implies that the respondents' evaluation is at the same level regardless of the duration of services the respondents provided. Based on the data provided by the table, we can assume that the level of challenges differs depending on the length of services the respondents have.

Table 14. Computed Mean Square, F-value, and Significant Difference on the Business Demographic Profile of the Respondents to the Challenges of Fast-Food Establishments during the Pandemic in Terms of Establishment Seating Capacity

Challenges of Fast-Food Establishments during the Pandemic.	Establishment Seating Capacity	Mean	Hypothesis	Verbal Interpretation
Supply	1-10 pax	4.0333	Significant	Not Significant
	11-20 pax	4.1538		
	21 pax and above	3.9616		
Enforced Safety Protocol	1-10 pax	4.2333	Significant	Not Significant
	11-20 pax	4.3877		
	21 pax and above	4.1616		
Staffing	1-10 pax	4.1833	Significant	Not Significant
	11-20 pax	4.2769		
	21 pax and above	4.1753		
Market Economy	1-10 pax	4.2833	Significant	Not Significant
	11-20 pax	4.2923		
	21 pax and above	3.9945		
Customers	1-10 pax	4.3	Significant	Not Significant
	11-20 pax	4.3969		
	21 pax and above	4.4027		

Table 14 shows that all the respondents received a not significant difference interpretation in the Challenges of Fast-Food Establishments in terms of Seating Capacity. *Eateries in the Philippines that can meet government safety protocols were allowed to reopen at 50% of their seating capacity, with strict hygiene and social distancing measures being a must (MORDOR Intelligence).* This implies that the respondents' evaluation is at the same level regardless the amount of allowed dine in customers the respondent has. Based on the data provided by the table, we can assume that the challenges are at the same level regardless of the seating capacity of the establishment

Table 15. Computed Mean Square, F-value, and Significant Difference on the Business Demographic Profile of the Respondents to the Challenges of Fast-Food Establishments during the Pandemic In Terms of Number of Manpower

Challenges of Fast-Food Establishments during the Pandemic.	Number of Manpower	Mean	Hypothesis	Verbal Interpretation
Supply	1-3	3.8000	Significant	Not Significant
	4-7	3.8000		
	8-10	4.0549		
	11 and above	4.1075		
Enforced Safety Protocol	1-3	4.4000	Significant	Not Significant
	4-7	4.0000		
	8-10	4.3608		
	11 and above	4.2525		
Staffing	1-3	4.0000	Significant	Not Significant
	4-7	4.0750		
	8-10	4.1961		
	11 and above	4.2725		
Market Economy	1-3	4.6000	Significant	Not Significant
	4-7	3.9375		
	8-10	4.2078		
	11 and above	4.1325		
Customers	1-3	4.2000	Significant	Not Significant
	4-7	3.9250		
	8-10	4.4353		
	11 and above	4.4650		

Table 15 shows that all the respondents received a significant difference interpretation in the Challenges of Fast-Food Establishments in terms Manpower. This implies that the respondents' evaluation is at the same level regardless of how many employees the respondent has. Around 10.9 million Filipino workers lost their jobs and had lower incomes and working hours this year as the COVID-19 pandemic affected the economy. "The impact of the crisis has been far-reaching, with underemployment surging as millions of workers are asked to work reduced hours or no hours at all," (Nika Lazo, et. al. 2020) Based on the data provided by the table, we can assume that the level of challenges differs depending on the manpower of the establishment.

4. Conclusions

In the light of the findings, the following conclusions were drawn:

Based on the data that was provided from the previous chapter, these are the following implications that can be drawn from the study. When it comes to enforced safety

protocols McDonalds, Mang Inasal, and Greenwich received an evaluation of "very low risk". Three out five fast food establishments during pandemic received a verbal interpretation of "very low risk" when it comes to perform the enforced "no face mask no service policy" to the customer. When it comes to provide service "50% limited seating capacity" McDonalds, Mang Inasal and, Greenwich, fast food establishment received an evaluation of "very low risk". When it comes of customer trust issues to public during pandemic Greenwich, Mang Inasal, and Jollibee, received an evaluation of "very low risk". Respondents of fast-food establishment including Greenwich, Mang Inasal, and Jollibee received an evaluation of "very low risk" in customer trust issues to restaurant food safety. The respondents Greenwich, Mang Inasal, and Jollibee gave an evaluation of "very low risk" for possibility of customer spreading covid in the establishment when it comes to uncooperative customer towards to new restaurant safe policies Greenwich, Mang Inasal, and Jollibee received an evaluation of "very low risk". When it comes to sudden change of wants and demands of customer to food Greenwich, Mang Inasal, and Jollibee received an evaluation of "very low risk".

5. Recommendations

The following are the recommendations the researchers has formulated in order to provide the fast-food establishments a solution to the challenges that posed the highest level of threat.

1) Fast food companies should take into account the welfare of the employees so that they can perform well at work.

2) Fast food Management must establish a disinfection routine and train staff on proper cleaning timing and procedures ensure safe and correct applications of disinfectants.

3) Fast food services providers need to be responsive to the needs of the people they served by maintaining food carrier safety standards following health and sanitation protocols.

4) Fast food should also limit seating capacity to allow for social distancing, offer drive through, curbside take out, or delivery options as applicable. Establish designated pick-up zones to help maintain social distancing.

5) Management should Monitor absenteeism of employees, cross-train staff, and create a roster of trained back-up staff.

6) Hygiene should be maintained by the food operators because the survival time of the COVID virus on the surface of the steel, plastic, etc., is very long. Also, the food operators should be designed to prevent infection of food by the virus. Safety measures to guarantee the continuous flow of food supply chain at each stage can be partitioned into self-hygiene,

health issues of the workers, use of self-equipment such as gloves, masks, helmets, maintain social distance, surface and work area are sanitized, safely delivery of food, etc. (Rizou et al., 2020).

7) Employees should also inform customers of food pick-up and dining protocols on the business's website and on posed signs.

8) Encourage employees to follow any new policies or procedures related to illness, cleaning and disinfecting, and work meetings and travel.

9) Fast food services providers need to be responsive to the needs of the people they served by maintaining food carrier safety standards following health and sanitation protocols. Employees must reassure strict fast food restaurant safety and sanitation measures to gain the trust of the customers.

10) A related research or study related to the Challenges of the fast food facing during the pandemic should be explored to enhance and progress the level of quality and service for customer satisfaction.

Proposed Action Plan

Based on the data gathered in the survey the aspect that received the highest mean was the customer's aspect. Under the aspect of customers, there were two statements that both received the highest mean, these two were "Customer Trust Issues to Public Dining due to COVID 19" and "Customer Trust Issues to Restaurant's Food Safety". Both statements received a mean of 4.4133, the highest mean out of all the statements from the 5 aspects. The common problem on this situation is what would be the manner of the customers towards the Fast-Food Establishments. Everyone is now having a trust issue for every situation on everyday life. In order to lessen the anxiety and doubts of the customers, the researchers of this study propose the following action plan for the fast-food establishments in Olongapo City.

Implement an alarm system whereas the employee's need to undergo proper hand sanitation for at least every hour or so. Setting an alarm that can also be heard by the customers can help with lessening the anxiety of the customers to the establishment's safety. This will also show the customers that the establishment is making strict protocols that will ensure their customer's safety.

Implement a "1 Day No Operation" in the schedule cycle of the establishment. The schedule will be used to disinfect the entirety of the establishment. The schedule must also be publicized to be seen by the customers. By doing so, it well help decline the trust issues of customers to public dining since they will see that their favorite fast-food are disinfecting their establishment.

Aside from the other enforced safety protocols implemented in all public establishments, the researchers believe that the mentioned action plans will be of help to the

respondents of the study to drastically reduce the anxiety and trust issues of their customers regarding their safety in public dining.

6. REFERENCES

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