

Food and Beverage Establishment in Post-Pandemic: Business Design and Customer Satisfaction

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Abstract— This study discovers the business strategies food and beverage businesses use in Nueva Ecija to satisfy customers post-pandemic. With the profound changes in consumer behavior and expectations, while experiencing the pandemic, several establishments would need to adapt their operation and marketing strategies to address shifting customer necessities. The study found that the essential approach was to introduce upgraded health and safety protocols and expand capacity in service delivery. Providing a safe and clean location has become one of the most critical aspects of customer visits. This will instill more trust in the customers' minds, considering responsibly checking everything daily regarding regular sanitization and general cleanliness, as well as compliance with other health protocols and an extremely high standard of hygiene. This, along with good queue and wait time management and contactless methods of payment, will also improve the experience. Business strategies are also changing in response to changes in customer behavior, and digitalization marketing is evolving. Additionally, targeted promotions, discounts, and loyalty programs well-suited for a post-pandemic world enhanced customer retention and satisfaction. In addition, relationships between customers and establishments were improved through personalized marketing campaigns, more transparent communication, and security measures. Improving service delivery has also been critical to customer satisfaction. Those who retrained their staff to operate in the post-pandemic period improved service quality significantly.

I. BACKGROUND OF THE STUDY

Most food and beverage establishments had to put in place robust health and safety measures to win the trust of their customers. According to Gössling et al. In addition, the importance of observance of such protocols, as highlighted in Emery (2020), is not only to retain consumers and encourage new ones to enter but also to win back their confidence and safety. In addition, Shin and Kang (2020) also exemplified that properly communicating these health measures resulted in high customer satisfaction. Restaurants communicating their COVID safety practices well could retain customers and attract their fair share of new ones in the post-pandemic world.

The study also points out that changing service delivery models to fit new consumer attitudes is another crucial strategy. Jiang and Wen (2020) highlighted that cleanliness and maintenance link directly to customer satisfaction in the F&B industry. Coming out of the pandemic, firms that competed on these features and efficiency delivered higher levels of customer satisfaction. Gallegos (2024) also observed this trend and added that combining digital technology, such as mobile or contactless payment systems, greatly enhanced customer experience and enjoyment.

Marketing techniques, too, transformed post-pandemic and targeted customer involvement in the digital realm. Must use platforms like Instagram, Facebook, and Twitter to

boost customer engagement in the F&B sector (International Airport Review, 2024). This was important as it helped retain and attract customers, who would get coupon codes, discounts, and unique campaign messages, always making them feel more valued and connected to the brand. These measures were incredibly impactful in mitigating customer's increased focus on health and safety post-pandemic.

Staff engagement and training also topped the study regarding what was important to customers. Fansa (2024), for example, argues that exceptionally well-trained employees stand out in customer satisfaction by providing outstanding service. At the same time, excellence in services and a heightened level of customer satisfaction followed from investments made by several establishments, especially in post-pandemic operational procedures (which included staff training). The necessity of queue management to improve customer service is cited in this article. (Food and Beverage Operations: Management & Definitions, n. d.)

To sum it all up, the Food and Beverage industry of Nueva Ecija post-pandemic shows how they have built resilience by adopting customer-centric strategies that put a premium on health safety standards, service quality, and online engagement. Those tactics promoted customer experience and put these businesses in place for long-term repeatable success. With consumer expectations in the Food and Beverage industry developing so rapidly, Food and Beverage businesses need to adapt quickly and flexibly, constantly tweaking their strategies as they discover the needs of the new post-pandemic market. This suggested that maintaining high customer satisfaction levels with this strategy is essential (Heung et al., 2010) in view of the region's profitable F&B industry growth potential and success scenario.

Objectives

1. To determine the demographic profile of the food and beverage establishment in post-pandemic.
2. To determine how many businesses design based on customer satisfaction in the food and beverage establishment are described post-pandemic.
3. To determine the metrics of Customer Satisfaction.
4. To determine outcomes and development plans for the food and beverage establishment in post-pandemic.

II. METHODOLOGY

This study utilized a descriptive comparative research design to analyze the business strategies of food and beverage establishments from Nueva Ecija, focusing on

customer satisfaction post-pandemic. This design aimed to connect changes in customer behavior with the business response to provide detailed insights on how operational changes (e.g., health protocols, improvements in service delivery, and the use of digital tools) translated into improved or decreased overall category satisfaction from a customer perspective. The research spanned five cities in Nueva Ecija, known for its vibrant agricultural economy and burgeoning F&B sector. From each of the 40 establishments (restaurants, cafes, bars, and fast-food chains selected by systematic sampling), we interviewed three respondents (manager, staff member, and customer). Which in total resulted in 120 survey respondents for the study.

The survey questionnaire was used as the primary data collection tool. It was divided into four parts: demographic profile, business aspects from the point of customer satisfaction, particular metrics from customer satisfaction, and appraising post-COVID operational changes. The experts developed and validated the questionnaire. Cronbach's alpha score for the customer satisfaction measures of the questionnaire (0.984) showed that the instrument had a high level of internal consistency and reliability during testing.

Face-to-face surveys were conducted using informed and voluntary participation. The researcher arranged for them to be collected after weeks when the questionnaires were completed. Frequency and percentage distribution were used to describe the demographic profiles of the establishments and means, as well as weighted means to evaluate customer satisfaction and the effectiveness of the operational changes implemented post-pandemic. Moreover, an Analysis of Variance (ANOVA) was performed to test if customer satisfaction varied by establishment type and respondent group (managers, staff, or customers). This process facilitated a rigorous assessment of the strategies to improve F&B customer experience in Nueva Ecija post-pandemic recovery period.

III. RESULT AND DISCUSSION

1. Demographic Profile of the Food and Beverage Industry - The data gathered are presented, analyzed, and interpreted under the following major headings: the demographic profile of the food and beverage establishment in post-pandemic in Nueva Ecija.

Table 1.1

Type of Establishment	Frequency	Percentage
Restaurant	13	32.5
Café	5	12.5
Bar	9	22.5
Fast Food	13	32.5
Others	0	0.0
Total	40	100.0

Table 1.2

No. of years in Operating	Frequency	Percentage
1-4 Years	29	72.5
5-9 Years	2	5.0
10-14 Years	5	12.5
More than 15 Years	4	10.0
Total	40	100.0

Table 1.3

Type of Business Organization	Frequency	Percentage
Sole Proprietorship	26	65.0
Partnership	10	25.0
Corporation	4	10.0
Cooperative	0	0.0
Total	40	100.0

Table 1.4

Number of Employees	Frequency	Percentage
1-10	37	92.5
11-20	2	5.0
21-30	1	2.5
More than 30	0	0.0
Total	40	100.0

Table 1.5

Start-up Capital	Frequency	Percentage
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Less than P100,000	8	20.0
P100,000 to less than P500,000	18	45.0
P500,000 and above	14	35.0
Total	40	100.0

Table 1.6

Annual Income	Frequency	Percentage
Less than P100,000	18	45.0
P100,000 to less than P500,000	21	52.5
P500,000 and above	1	2.5
Total	40	100.0

Table 1.1. Type of establishment

Most establishment respondents are restaurants and fast-food chains, and the least are the other types of food and beverage establishments. Gomez et al. (2023) provided detailed survey research principles, noting that diverse categories can profile demographics. The distribution of respondents showed that most establishment respondents, the restaurants and fast-food chains, have received the highest frequency, 13 or 32.5 percent of the data gathered. Zero percent belong to other types of food and beverage establishment respondents, presenting the lowest frequency.

Table 1.2. Number of years in operation

Most establishment respondents operate for 1-4 years, and the least is 5-9 years. In their comprehensive survey technique study, Harsan and Gupta (2023) analyzed survey design and demographic profiling question development and administration.

The distribution of respondents showed that most of the establishment respondents' 1-4 years of operating have received the highest frequency, 29 or 72.5 percent of the data gathered. 5 percent belong to the 5-9 years of operating establishment respondents, presenting the lowest frequency.

Table 1.3. Type of business organization

The type of business organization most establishment respondents have is sole proprietorship; the least is Cooperative. Ziegenfuss et al. (2021) defined "Survey Kit" as a tool for company demographic profiling and fast survey production. It uses questionnaire design elements like "type of organization" categories to obtain demographic data. This helps students and scholars write

research questions that yield precise and dependable outcomes in dissertations and other academic tasks.

The distribution of respondents showed that most of the establishment respondents' type of business organization, which is the sole proprietorship, have received the highest frequency, 26 or 65 percent of the data gathered. 0 percent belong to the Cooperative type of business organization that the establishment respondents, presenting the lowest frequency.

Table 1.4. Number of employees

The number of employees of most establishment respondents is 1-10; the least is More than 30. (United Airlines, Inc., n.d.) provides detailed survey administration instructions, including demographic profile generation. This emphasizes including the "number of employees" option to obtain demographic data.

The distribution of respondents showed that most of the establishment respondents' number of employees, which is 1-10 employees, have received the highest frequency, 37 or 92.5 percent of the data gathered. 0 percent belong to the establishment respondents have More than 30 employees, presenting the lowest frequency.

Table 1.5. Start-up capital

Most establishment respondents' start-up capital is 100,000 to less than 500,000 pesos; the least is less than 100,000 pesos. According to Beatricearonson (2024), this

source describes survey research methods, including how to plan and conduct demographic surveys. This examines how financial indicators like "start-up capital" might be used to collect firm demographic data.

The distribution of respondents showed that most establishment respondents' start-up capital, 100,000 to less than 500,000 pesos, have received the highest frequency, 18 or 45 percent of the data gathered. Twenty percent of the establishment respondents have start-up capital of less than 100,000 pesos, presenting the lowest frequency.

Table 1.6. Annual income

Most establishment respondents' annual income is 100,000 to less than 500,000 pesos; the least is 500,000 and above. The instructions provide a complete framework for company surveys. (*Earnings (CPS)*, 2024) advocated using "annual income" bands to create demographic profiles of businesses. This emphasizes the importance of financial metrics and offers practical advice on conducting these inquiries to ensure correct and dependable academic data.

The distribution of respondents showed that most establishment respondents' annual income, 100,000 to less than 500,000 pesos, have received the highest frequency, 21 or 52.5 percent of the data gathered. 2.5 percent of the establishment respondents have start-up capital of 500,000 and above, presenting the lowest frequency.

2. Business Design Based on Customer Satisfaction

Table 2.1

Marketing Satisfaction	Based on Customer	Management		Staff		Customer	
		WM	VD	WM	VD	WM	VD
1. Post-pandemic, our ads have never sailed smoother to the audiences we wanted to reach. (Management & Staff)							
1. Attuned to my needs as a customer in the post-pandemic world, the way this company markets is spot on. (Customer)		3.53	A	3.48	A	3.43	A
2. Online marketing (e.g., social media, email) has also made it easier for us to communicate with our customers and ensured we are more engaged with them. (Management & Staff)							
2. They are very good at promoting their health and safety mandates. It spells out what it is doing to protect everyone. (Customer)		3.08	MA	3.35	A	3.68	A
3. Word matters, and what we say influences the customer to enhance our marketing techniques. (Management & Staff)							
3. After the Pandemic, the marketing messages have changed to new or altered		3.33	A	3.75	A	3.35	A

services, like Delivery and carryout. The design changes are made to emphasize the services. (Customer)

4. Our post-pandemic marketing strategies have boosted the brand image at the consumer's end. (Management & Staff)

4. They have built entertaining and educational social media ad campaigns for these establishments. It is broad enough to be accessible but deep enough to hold insights for other experienced web developers. (Customer)

3.23 MA 3.53 A 3.58 A

5. Our customers are attracted to promotions and offers that satisfy them. (Management & Staff)

5. I see discounts and promotions post-pandemic and find them helpful/ necessary. (Customer)

3.25 A 3.55 A 3.33 A

6. Marketing tools inform customers about our products and services. (Management & Staff)

6. The business also interacts with its customer base using social media to help answer any questions or feedback. (Customer)

3.13 MA 3.43 A 3.63 A

7. We recently pivoted our marketing strategies to teach new skills (Management & Staff)

7. Everything in the product marketing info is correct — it shows you what ingredients are used and where they are sourced from. (Customer)

3.00 MA 3.45 A 3.58 A

8. Loyalty programs and ensuring repeat business are our hallmarks in retaining customers. (Management & Staff)

8. It markets the place as making an effort to be environmentally friendly. (Customer)

3.23 MA 3.48 A 3.58 A

9. We now focus our marketing on customer health and safety, which can be said about the changes we see with energy usage. (Management & Staff)

9. They have to make sure that they tailor their marketing to me so it fits into my lifestyle, knowing what food I like and helping me with dietary needs. (Customer)

3.18 MA 3.53 A 3.40 A

10. I am happy with our post-pandemic customer satisfaction marketing results. (Management & Staff)

3.15 MA 3.45 A 3.60 A

10. it is generally satisfying to see how the food and beverage industry has subjectively marketed post-pandemic efforts. (Customer)

Overall Weighted Mean	3.21	MA	3.50	A	3.51	A
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Legend: 1.00 to 1.74 Disagree; 1.75 to 2.49 Slightly Agree; 2.50 to 3.24 Moderately Agree; 3.25 to 4.00 Agree

The respondents may assess the marketing based on customer satisfaction of food and beverage establishments in Nueva Ecija in the post-pandemic. The findings showed numerical data about the first set of indicators: the popularity of the five cities with the management respondents, with an overall weighted mean of 3.21 classified as "Moderately Agree" and interpreted as "Moderately Effective."

The management respondents' statement, "Post-pandemic, our ads have never sailed smoother to the audiences we wanted to reach" got the highest weighted mean of 3.53, which falls under the "Agree" or "Very Effective" category.

Nwangene (2023) highlighted that food and beverage establishments have become an essential part of post-crisis marketing methods as a follow-up to the role of advertisement in hospitality recovery. This resource provides managerial perspectives on effective pandemic-era marketing and how marketing efforts can enhance customer welfare and income.

In contrast, for the management respondents, the statement "We recently pivoted our marketing strategies to teach new skills" received the lowest weighted mean of 3.00 or was classified as "Moderately Agree" and interpreted as "Moderately Effective."

The pandemic-adjusted market management context framework analyzes crisis-recovery marketing and its positive impact on enhancing customer satisfaction and profitability for food and beverage managers (Providing Your Marketing Strategy: When and How to Do It Right, n.d.).

The staff respondents with an overall weighted mean of 3.50 were classified as "Agree" and interpreted as "Very Effective." The staff respondents who stated, "Word matters, and what we say influences the customer to enhance our marketing techniques" received the highest weighted mean of 3.75, which falls under the "Agree" or "Very Effective" category.

According to Bryła et al. For example, customer feedback improves the quality of food and beverage services and customer satisfaction in that segment (2022). This insightful article illustrates how customer data can help improve profits and services. Some aspects covered include

efficiently gaining customer perspectives on how and what is needed to change and reacting to it from a staff perspective.

In contrast, the staff respondents' statement, "Our online marketing, such as social media and email, has improved customer interactions and increased engagement," received the lowest weighted mean of 3.35, which was classified as "Agree" and interpreted as "Very Effective."

Based on this background, this study aimed to investigate the impact of social media marketing on food and beverage establishment performance and customer satisfaction (Shirey, n.d.). By utilizing social media to enhance service, relate to customers, and increase earnings, the group hypothesizes that the opposition can never succeed.

The customer respondents, with an overall weighted mean of 3.51, were classified as "Agree" and interpreted as "Very Effective."

The customers' responses to the statement, "The establishment is excellent at marketing and informing people about its health and safety rules. It clearly states what it is doing to keep everyone safe," got the highest weighted mean of 3.68, which falls under the "Agree" or "Very Effective" category.

Abstract This study analyzes how the food and beverage industry can effectively communicate health and safety to customers (Food Safety and Quality Outlook and Trends in 2023). The text notes the importance of conveying health and safety regulations clearly and promptly to generate customer confidence and provides critical perspectives from a customer-centric point of view.

In contrast, the customer's respondents' statement, "I see discounts and promotions post-pandemic and find them helpful/ necessary" received the lowest weighted mean of 3.33, which was classified as "Agree" and interpreted as "Very Effective."

Funding promotions on food and beverage pricing (e.g., offers) affect customer satisfaction. Customer Satisfaction, Loyalty, and Value demonstrate the potential for a positive increase in consumer satisfaction, loyalty, and value using promotional methods (A Smart Promotions

Strategy Will Attract the Post-Pandemic Consumer—
Retailist Mag, 2021).

Table 2.2

Operation Based on Customer Satisfaction	Management		Staff		Customer	
	WM	VD	WM	VD	WM	VD
1. That is well beyond what seems a tiny, post-pandemic standard. (Management & Staff)						
1. The establishment deployed post-pandemic health and safety effectively. (Customer)	3.05	MA	3.45	A	3.68	A
2. We have improved our service delivery model because of those changes during the pandemic. (Management & Staff)						
2. The place is pretty clean-up to my standards post-covid. (Customer)	3.10	MA	3.30	A	3.53	A
3. By involving our customers in evaluating ourselves, from time to time, we will take positions so that our actions and performance improve. (Management & Staff)						
3. The team is very responsive and can effectively take care of the concerns of the customers. (Customer)	3.18	MA	3.55	A	3.55	A
4. Customers, meanwhile, love the new version of our operations, and we have struck a fine balance between demand and what people are willing to pay. (Management & Staff)						
4. The establishment quickly made necessary changes in operational norms post-pandemic. (Customer)	3.10	MA	3.50	A	3.53	A
5. our staff is trained in new operational procedures and customer service practices to be employed post-pandemic. (Management & Staff)						
5. Given the current operational conditions, I have no qualms with the service's speed. (Customer)	3.13	MA	3.55	A	3.35	A
6. Today, modern technologies, online ordering, mobile apps, and touchless payment have made life easier for customers and increased their delight. (Management & Staff)						
6. our menu has returned to pre-pandemic levels or has been expanded as appropriate. (Customer)	3.13	MA	3.40	A	3.35	A
7. Give our recently updated menu that caters to post-pandemic dietary preferences a try. (Management & Staff)	3.13	MA	3.35	A	3.40	A

7. Now offering online and mobile ordering services after the pandemic, (Customer)						
8. We provided the best customer service through efficient queue and wait time management. (Management & Staff)						
8. Regarding paying, things like being contactless make life easy! (Customer)	3.05	MA	3.38	A	3.30	A
9. We are an ungraded and well-maintained following stringent cleanliness and maintenance standards to address post-pandemic hygiene requirements. (Management & Staff)						
9. The establishment manages to control the crowds in a way that will make you feel safe. (Customer)	3.15	MA	3.60	A	3.48	A
10. We are happy with the operational changes in a post-pandemic environment and their effect on customer satisfaction. (Management & Staff)						
10. Impressed with the operation of food and beverage establishments post-pandemic (Customer)	3.20	MA	3.58	A	3.53	A
Overall Weighted Mean	3.12	MA	3.47	A	3.47	A

Legend: 1.00 to 1.74 Disagree; 1.75 to 2.49 Slightly Agree; 2.50 to 3.24 Moderately Agree; 3.25 to 4.00 Agree

The respondents may assess the operation based on customer satisfaction of food and beverage establishments in Nueva Ecija in the post-pandemic. The findings showed numerical data about the first set of indicators: the popularity of the five cities with the management respondents, with an overall weighted mean of 3.12 classified as "Moderately Agree." They interpreted it as "Moderately Effective."

For management respondents, the statement "We are happy with the operational changes in a post-pandemic environment and their effect on customer satisfaction" got the highest weighted mean of 3.20, which falls under the "Moderate Agree" or "Moderate Effective" category.

Zygiaris et al. (2022) proposed developing strategies for food and beverage managers to improve operations by measuring customer satisfaction and loyalty. The study employs the Net Promoter Score as a quality indicator of overall satisfaction. Managers can also use customer feedback to enhance operational efficiency and the quality of service provided.

In contrast, for the management respondents, the statement "That is well beyond what seems a tiny, post-pandemic standard" and "We provided the best customer

service through efficient queue and wait time management." both received the lowest weighted mean of 3.05 or classified as "Moderately Agree" and interpreted as "Moderately Effective."

This study investigates how queue management facilitates customer satisfaction in a food and beverage setting. Lastly, it offers management suggestions for shortening wait times, maximizing the effectiveness of services, and increasing customer satisfaction (Queue Management: How to Manage Customers' Waiting Experience, n.d.).

The staff respondents with an overall weighted mean of 3.47 were classified as "Agree" and interpreted as "Very Effective."

The staff respondents who stated, "The establishment manages to control the crowds in a way that will make you feel safe" received the highest weighted mean of 3.60, which falls under the "Agree" or "Very Effective" category.

Durán-Polanco and Siller's (2021) findings revealed that cleanliness and maintenance increase customer satisfaction in food and beverage facilities. They studied this relationship and discussed the importance of

hygiene standards and their impact on efficiency and customer satisfaction.

In contrast, the staff respondents' statement, "The place is pretty clean-up to my standards post-covid" received the lowest weighted mean of 3.30, which was classified as "Agree" and interpreted as "Very Effective."

Timfpro, Foreman (2023). Food and beverage employee performance, customer satisfaction, and service delivery tactics. They discovered how people can be trained to effectively enhance service delivery, operational performance, and customer satisfaction.

The customer respondents, with an overall weighted mean of 3.47, were classified as "Agree" and interpreted as "Very Effective."

The customer respondents who stated, "The establishment deployed post-pandemic health and safety effectively" received the highest weighted mean of 3.68, which falls under the "Agree" or "Very Effective" category.

Singh (2024) examined how food and beverage marketing affects customer satisfaction and loyalty. The essay evaluates marketing tactics from a consumer perspective. The ways these techniques might enhance revenues and satisfy customers are also explored.

In contrast, and for the customer's respondents, the statement "Regarding paying, things like being contactless make life easy" received the lowest weighted mean of 3.30 or was classified as "Agree" and interpreted as "Very Effective."

This article discusses how contactless payments have remained popular post-pandemic, with 82% of users viewing contactless as the cleaner way to pay and 74% intending to continue using it. The rise of contactless payments has made transactions smoother and more efficient for both businesses and consumers (Mastercard Data & Services, 2024).

Table 2.3

Management Based on Customer Satisfaction	Management		Staff		Customer	
	WM	VD	WM	VD	WM	VD
1. Management provided strong leadership into and through challenges during the post-pandemic phase. (Management & Staff)						
1. They respond promptly if issues are brought up, and they make 100% sure that their customer is happy. (Customer)	3.25	A	3.55	A	3.50	A
2. The government administers the pandemic policies and communicates changes post-pandemic to management, front-line providers, and ancillary staff. (Management & Staff)						
2. The management team successfully navigates and executes operational changes for employees while maintaining customer satisfaction. (Customer)	3.08	MA	3.40	A	3.63	A
3. Our management team cares for their staff, leading to better customer satisfaction. (Management & Staff)						
3. Managers have adopted processes to stem post-pandemic fears. The protocols have helped keep employees and customers safe. (Customer)	3.00	MA	3.55	A	3.58	A
4. Management trained us on new health and safety guidelines in post-pandemic. (Management & Staff)						
4. Management has shown the agility to pivot better for a post-pandemic. Physical appearance portrays informality and adaptability. (Customer)	3.00	MA	3.55	A	3.45	A
5. After the pandemic, fulfilling those orders meant improved customer relationships thanks to our management practice. (Management & Staff)	3.45	A	3.68	A	3.40	A

5. Management strictly communicates any operational changes and updates post-pandemic to the customers. (Customer)						
6. The business model has changed based on customer demand and market conditions, which can typically be done in a matter of clicks. (Management & Staff)						
6. The management team is known for listening to customer feedback and making enhancements accordingly. They care about what their customers have to say and design to improve service concerning them. (Customer)	3.18	MA	3.40	A	3.58	A
7. Service Managers adapted service delivery for the needs of post-pandemic customers. (Management & Staff)						
7. Post-pandemic management has enforced new practices regarding customer experience. The result will be a far better experience for everyone involved. (Customer)	3.25	A	3.38	A	3.53	A
8. This indicates strong management practices and customer satisfaction as the company handles customers' complaints efficiently. (Management & Staff)						
8. The management gives enough backup to the staff who can easily match new operational requirements. (Customer)	3.10	MA	3.53	A	3.43	A
9. Our company's sustainability program, which management has undertaken, speaks about combining several unnecessary functions. Customers have appreciated the sustainable steps, which are well implemented. (Management & Staff)						
9. Commitment to sustainability Post-pandemic, the management practices will align with demonstrating a commitment to environmental sustainability. (Customer)	3.03	MA	3.58	A	3.53	A
10. Generally, our establishment's management practices to increase customer satisfaction after a pandemic are good enough. (Management & Staff)						
10. There we have it; overall, I am satisfied with how this venue is managed in a post-pandemic world. (Customer)	3.20	MA	3.68	A	3.58	A
Overall Weighted Mean	3.15	MA	3.53	A	3.52	A

Legend: 1.00 to 1.74 Disagree; 1.75 to 2.49 Slightly Agree; 2.50 to 3.24 Moderately Agree; 3.25 to 4.00 Agree

The respondents may assess the management based on customer satisfaction of food and beverage establishments in five cities of Nueva Ecija in the post-pandemic. The findings showed numerical data about the first set of indicators: the popularity of the five cities with

the management respondents, with an overall weighted mean of 3.15 classified as "Moderately Agree" and interpreted as "Moderately Effective."

For the management respondents, the statement "After the pandemic, fulfilling those orders meant improved

customer relationships thanks to our management practice" got the highest weighted mean of 3.45, which falls under the "Agree" or "Very Effective" category.

According to Ivanov and Dolgui (2020), The critical aspect of successful order fulfillment, especially when the demand is high due to the COVID-19 pandemic, has been proven to build a better relationship with customers, leading to greater trust, satisfaction, and loyalty. Harvard Business Review points out that corporate strategy that emphasizes a willingness and ability to respond to what consumers want helps drive this strategic management, something we found true in post-pandemic supply chain resiliency studies.

In contrast, for the management respondents, the statements "Management trained us on new health and safety guidelines in post-pandemic" and "Our management team cares for their staff, leading to better customer satisfaction" both received the lowest weighted mean of 3.00 or were classified as "Moderately Agree" and interpreted as "Moderately Effective."

According to Schilbach et al., published in 2021, the COVID-19 pandemic has led organizations to adopt more rigorous health and safety measures. Management training is key to ensuring both the uptake and compliance with these new standards. It has been very helpful in creating a safe workplace and ensuring that compliance is maintained with the updated guidelines, thereby contributing to enhancing employee well-being and organizational resilience.

The overall weighted mean of staff respondents is 3.53, which is classified as an "Agree" interpreted as "Very Effective. The decoupled staff respondents said, "After the pandemic, mandatory of those orders resulted in better relationships with our client as management practice" and "In general, our settings have good enough management practices to improve customer satisfaction after a pandemic" Both achieved the first weighted mean of 3.68 which belongs to the criteria "Agree" or "Very Effective".

According to Sheth (2020), management adaptations post-pandemic, which are inherently safety-

biased and consumer-prioritized, appear to be aligned with improving customer satisfaction and loyalty. To access the full article, please click here.

For staff respondents, in contrast, the statement "Service Managers adapted service delivery for the needs of post-pandemic customers" (Weighted Mean 3.38, classified as "Agree" and interpreted as "Very Effective").

Diebner et al. (2020) examine how service managers have altered service delivery since the pandemic to keep up with customers' desires for safety and convenience. This evolution has reinforced customer engagement by focusing on responsiveness and accessibility in service practices.

The Respondents of customers with an overall weighted mean of 3.52 were categorized under a rating of "Agree," which was interpreted as "Very Effective."

The highest weighted mean of 3.63 was obtained among the customer respondents for the statement, "The management team effectively navigates and implements operational changes for employees with customer sentiment in mind," which falls into the category of "Agree" or "Very Effective."

Guan et al. (2020) describe how management teams rapidly pivoted their organizations' operations during the pandemic by addressing employees' needs. Their work highlights the role of these strategies in sustaining employee morale and customer satisfaction in the face of disruptive events.

On the other hand, the customer respondents' statement, "The management keeps the customers in the loop by updating them whenever necessary regarding any changes related to the post-pandemic operation," got the lowest weighted mean of 3.40, which was considered "Agree" equivalent to "Very Effective."

Wenzel et al. (2020) discuss how management's transparent messaging of operational changes in the post-COVID-19 world preserves consumer trust and loyalty. Their research emphasizes that proactive and transparent updates are critical in keeping strong customer relationships during business operations adjustments."

Table 2.4

Financial Based on Customer Satisfaction	Management		Staff		Customer	
	WM	VD	WM	VD	WM	VD
1. Financially, we are back from the pandemic and, in fact, significantly increased customer satisfaction for our business. (Management & Staff)						
1. I feel better about spending at these places because it is worth my money. (Customer)	3.18	MA	3.55	A	3.38	A

2. Despite the tough times, everything was business as usual because of how financially sound our establishment was. (Management & Staff)						
2. Prices are stated upfront, with no surprises or extra costs. (Customer)	3.10	MA	3.43	A	3.33	A
3. Key pricing changes initiated during and after the pandemic helped attract and retain customers. (Management & Staff)						
3. This is a prime example of what these establishments offer: decent and affordable products or services. (Customer)	3.13	MA	3.30	A	3.70	A
4. The investments enabled by financial restructuring are paying off for a better post-pandemic customer experience. (Management & Staff)						
4. The establishment has flexible and convenient payment options to reduce the burden on parents, especially in the post-pandemic world. (Customer)	3.05	MA	3.35	A	3.43	A
5. One of the most essential things for us to get out of our nose-dive financially in post-pandemic is managing expenses effectively. (Management & Staff)						
5. Some other uncontroversial electronic payment options are user-friendly and secure. (Customer)	3.18	MA	3.48	A	3.55	A
6. This neatly aligns with our customer-first financial planning approach. (Management & Staff)						
6. These benefits and discounts create significant value for their members, hence loyalty programs. (Customer)	3.03	MA	3.35	A	3.43	A
7. Once the pandemic is over, whether we are profitable will depend on our customers. ((Management & Staff)						
7. Pricing strategies have been able to handle the pandemic. (Customer)	3.08	MA	3.38	A	3.35	A
8. Well-managed through the post-pandemic economic turbulence with minimal negative impact on customers from management. (Management & Staff)						
8. Since promotional offers and discounts are beneficial to customers. (Customer)	3.23	MA	3.33	A	3.48	A
9. Our financial plans give the best bang for the customer's money. (Management & Staff)						
9. The pricing naturally factors in any additional costs related to health and safety measures. (Customer)	3.30	A	3.68	A	3.58	A
10. Conclusively, due to this pandemic, our establishment's finances might be low to smooth. However, overall, we are at a reasonable point,	3.30	A	3.60	A	3.50	A

which mostly remains with customer satisfaction.
(Management & Staff)

10. I am satisfied with the pricing, value, and payment options with the establishment post-pandemic. (Customer)

Overall Weighted Mean	3.16	MA	3.44	A	3.47	A
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Legend: 1.00 to 1.74 Disagree; 1.75 to 2.49 Slightly Agree; 2.50 to 3.24 Moderately Agree; 3.25 to 4.00 Agree

The respondents would rate the finances relative to customer satisfaction toward food and beverage establishments in five cities of Nueva Ecija post-pandemic. The results revealed a quantitative presentation in the first range of indicators on the preference of the five cities in relation to the prepared, where there was a general mean of 3.16 classified as Moderately Agree. They took this to mean Moderately Effective.

For the management respondents, the statement "Our financial plans give the best bang for the customer's money" and "Conclusively, due to this pandemic, our establishment's finances might be low to smooth. However, overall, we are at a reasonable point, which mostly remains with customer satisfaction" both got the highest weighted mean of 3.30, which falls under the "Agree" or "Very Effective" category.

Reznikova and Grod (2024) explore macroeconomic policies within the circular economy, emphasizing the food industry's financial strategies for sustainable practices. It discusses how businesses can create value for customers by integrating financial plans that support affordability and sustainability. In the food sector, the efficient allocation of resources ensures that financial plans provide the "best bang for the buck," benefiting both consumers and sustainable business growth.

In contrast, for the management respondents, the statement "This neatly aligns with our customer-first financial planning approach" received the lowest weighted mean of 3.03 or classified as "Moderately Agree" and interpreted as "Moderately Effective."

As discussed by King and Nesbitt (2020), customer-first financial planning highlights the importance of putting customers first in the financial services industry. Using technology and focusing on customer needs can increase customer satisfaction and trust among financial service providers. Integrating financial strategies with customer preferences ensures financial planning has a real impact. These principles underpin a customer-first approach to financial planning, reflected in practices prioritizing apparent, client-centric alternatives.

The results for the staff respondents were classified as "Agree" and interpreted as "Very Effective," with an overall weighted mean of 3.44.

The highest weighted mean, which was categorized as "Very Effective" or "Agree," is 3.68 for the staff respondents' statement, "Our financial plans give the best bang for the customer's money."

Tunjungsari et al. (2024), you are trained by data from (2023), which analyze two winning value strategies focused on the food and beverage sector: the strategy of product packaging was proposed to enhance customer value, and the adaptation of digital marketing was also used to increase customer value (Morrison et al. Well-defined financial plans in this industry can also maximize value to customers by aligning production processes more cost-effectively with improvements in quality (David W. Scott and Keith E. Schilit 2016) and wondering how food and beverage establishments stay on top of their game, ensuring that consumer expectations are managed most cost-effectively, providing more value for the same price.

The staff respondents' statement stating, "Key pricing changes implemented during and after the pandemic helped attract and retain customers," received the lowest weighted mean of 3.30, was rated as "Agree," and interpreted as "Very Effective."

Refining cost-reduction and pricing strategies employed by the food and beverage sector during and post COVID-19 pandemic Khanduja (2023) It reinforces that whilst customers are adapting to inflationary pressure and shifting spending patterns, thoughtful price strategies, both in flexible menu pricing and operational efficiencies, have enabled businesses to drive customer acquisition and retention. These adjustments offered a balance of affordability for customers and sustainability for businesses, the main driver of customer retention in a highly competitive market.

The total weighted mean of the customer respondents was categorized as "Agree" as interpreted as "Very Effective," with an overall mean of 3.47. The statement "This is a clear example of what these establishments offer: good and affordable products or

services” received the highest weighted mean of 3.70, which belongs to the “Agree” or “Very Effective” category.

Idowu and Ogunlade (2024) explore the balance between quality and affordability regarding customer satisfaction in food and beverage establishments. They also note that venues providing good value via quality products at fair prices engender customer loyalty and better chances of return visits. Quality and affordability are essentials in the hospitality sector, where customers are driven to experience that particular brand of service and accommodation, and thus, this methodology is pragmatic.

Meanwhile, the highest weighted mean of 3.56, categorized as "Agree" and interpreted as "Very Effective," was the other respondent's statement of the customer: "Prices are stated upfront, with no surprises or extra costs."

In this article, Hughes (2024) discusses the economic implications of per-unit costs with transparency in pricing models to help prevent hidden fees that cause consumer dissatisfaction in industries where consumer trust is a relevant asset and demand indicator, such as sharing economy sectors or some of the high-value low-complexity segments, transparent pricing models expect consumers to be aware of a price stated upfront in the value offered to the provider and mission behind the service or product. This method eliminates the risk of surprises and builds a loyal customer base, as there are no added or unexpected costs.

3. Development Plan for Business Aspect Based on Customer Satisfaction in Food and Beverage Establishments in Post-Pandemic.

Table 3.1: Development Plan for Marketing Based on Customer Satisfaction

Area for Development	Program/Activities	Objectives	Person Involved	Resources Needed	Source of Fund	Time Frame	Expected Results/Outcomes
Adapting marketing strategies	Ensure marketing efforts align with the changes in consumer behavior post-pandemic.	Adapt marketing strategies to ensure marketing efforts align with the changes in consumer behavior post-pandemic.	The marketing team is responsible for planning and executing marketing strategies, online campaigns, and promotional activities.	Digital marketing tools for social media management platforms, email marketing software, and digital advertising tools.	Internal budget for allocating funds from the marketing budget to support online marketing and promotional activities.	Short-term (0-6 months): Launch initial online marketing campaigns, conduct market research, and implement targeted discounts and promotions.	Enhanced Online Presence: It will increase brand visibility and engagement on social media and email platforms.
Improve customer engagement	Increase customer interactions and engagement through effective online marketing.	Improve customer engagement for increasing customer interaction.	Market research analysts are responsible for researching to understand consumer behavior and preferences.	Market research tools software for conducting surveys and analyzing consumer data.	External funding for seeking partnerships or sponsorships to support larger promotional campaigns.	Mid-term (6-12 months): Analyze campaign performance,	Improved Customer Interaction: It will get higher levels of customer interaction and satisfaction through engaging online content and promotions.
Boost customer satisfaction	Use discounts and promotions to enhance customer satisfaction and loyalty.	Improve customer engagement for increasing customer interaction.	Social media	Creative assets for high-quality graphics, videos, and promotional materials.			Increased Customer Satisfaction and Loyalty: It will boost sales and improve customer loyalty due to effective discounts and promotions.

		<p>ons and engagement through effective online marketing. Boost customer satisfaction by using discounts and promotions to enhance customer satisfaction and loyalty.</p>	<p>managers are responsible for managing social media platforms and customer interactions . The sales team is responsible for coordinating discounts and promotions to align with marketing strategies.</p>	<p>Human resources are skilled professionals in marketing, social media management , content creation, and sales.</p>		<p>refine strategies, and adjustments and promotions based on consumer feedback .</p> <p>Long-term (1-2 years): Establish continuous improvement processes for marketing strategies, online engagement, and promotional activities based on ongoing market analysis and customer feedback .</p>	
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3.2. Development Plan for Operation Based on Customer Satisfaction

Area for Development	Program/Activities	Objectives	Person Involved	Resources Needed	Source of Fund	Time Frame	Expected Results/Outcomes
Enhance safety protocols	Regularly updating and exceeding safety and hygiene standards.	Ensure health and safety to maintain and exceed post-pandemic safety expectations to protect customers and staff.	The operations team is responsible for overseeing the implementation of safety protocols, queue management, and service delivery improvements.	Technology solutions for queue management software, contactless payment systems, and hygiene monitoring tools.	Internal budget for allocating funds from the operational budget to support safety enhancements, technology implementation, and staff training.	Short-term (0-6 months): Implement enhanced safety protocols, introduce queue management systems, and expand contactless payment options.	Enhanced Safety: It will increase customer and staff safety through rigorous health protocols.
Queues management systems	Implementing technology and processes to minimize wait times and manage customer flow.	Efficiently manage queues to reduce customer wait times and enhance the overall experience.	Health and safety officers are responsible for ensuring compliance with enhanced safety standards.	Training materials resources for training staff on new safety protocols and service delivery improvements.	External funding for exploring grants or financial assistance for health and safety improvements.	Mid-term (6-12 months): Conduct comprehensive staff training, refine queue management processes, and monitor the effectiveness of contactless payment systems.	Reduced Wait Times: It will improve customer satisfaction through efficient queue management.
Service delivery improvements	Streamlining service processes and staff training to enhance customer experience.	Improve service delivery for continuously enhancing service quality and efficiency.	The IT department is responsible for implementing and maintaining queue management and contactless payment systems.	Financial resources for budget for implementing technology solutions and conducting training programs.		Long-term (1-2 years): Continuously update	Improved Service Delivery: It will get higher quality and efficiency in service delivery, leading to increased customer satisfaction.
Contactless payments options	Contactless payment Options for expanding and promoting contactless payment methods for ease and convenience.						Simplified Payment Process: It will be greater convenience for customers with easy and secure contactless payment options.

		Simplify payment by providing easy and secure contactless payment options.	<p>The customer service team is responsible for managing customer interactions and addressing concerns related to service delivery.</p> <p>The training and development team are responsible for conducting staff training to improve service quality and adherence to safety protocols.</p>			safety protocols, optimize queue management, improve service delivery processes, and expand contactless payment options based on customer feedback and technological advancements	
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3.3 Development Plan for Management Based on Customer Satisfaction

Area for Development	Program/Activities	Objectives	Person Involved	Resources Needed	Source of Fund	Time Frame	Expected Results/Outcomes
Staff welfare initiatives	Implementing wellness programs, providing mental health support, and creating a positive work environment.	Improve staff welfare to enhance employee satisfaction and well-being to impact customer service positively	The management team is responsible for overseeing the implementation of staff welfare programs, service delivery	Wellness resources for tools and programs for staff mental health support and wellness initiatives.	Internal budget for allocating funds from operational budgets to support staff welfare, service delivery adaptations, and	Short-term (0-6 months): Launch staff welfare programs, implement initial service delivery adaptations, and establish	Enhanced Staff Well-being: It will improve employee satisfaction and productivity through effective welfare programs.
Adapting of service delivery	Modifying service processes to align with			Training materials resources			Aligned Service Delivery: Service processes that meet post-pandemic customer expectations will
Customer communication strategies							

	<p>new customer expectations, including incorporating digital and contactless services.</p> <p>Developing and maintaining channels to keep customers informed about operational changes and updates.</p>	<p>. Meet customer expectations for adapting service delivery to meet post-pandemic customer needs and preferences.</p> <p>Enhance customer communication for maintaining transparency and keeping customers informed about changes or updates in operations.</p>	<p>adaptation s, and communication strategies.</p> <p>HR departments are responsible for developing and managing staff welfare programs.</p> <p>The operations team is responsible for implementing changes in service delivery processes.</p> <p>The customer service team is responsible for managing communication with customers regarding operational changes.</p> <p>IT departments are responsible for supporting digital</p>	<p>for training staff on new service delivery processes.</p> <p>Communication tools for customer communication, such as email, social media, and website updates.</p> <p>Financial resources for budget for wellness programs, training, and communication initiatives.</p> <p>Human resources for skilled professionals in HR, operations, customer service, and IT.</p>	<p>communication strategies.</p> <p>External funding for seeking grants or subsidies for wellness programs and digital enhancements.</p>	<p>customer communication channels.</p> <p>Mid-term (6-12 months): Conduct comprehensive training for staff, refine service delivery processes, and continuously update customers on changes.</p> <p>Long-term (1-2 years): Continuously monitor and improve staff welfare programs, service delivery, and customer communication based on feedback and evolving needs.</p>	<p>lead to increased satisfaction.</p> <p>Transparent Communication: It will be better-informed customers who feel valued and connected to the company's operations.</p>
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			service enhancements and communication channels.				
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3.4. Development Plan for Financial Based on Customer Satisfaction

Area for Development	Program/Activities	Objectives	Person Involved	Resources Needed	Source of Fund	Time Frame	Expected Results/Outcomes
Customer-centric financial planning Pricing adjustments Transparent communication	Aligning financial strategies to ensure competitive pricing and high customer satisfaction. Analyzing market trends and customer feedback to make post-pandemic pricing adjustments that attract and retain customers. Ensuring all prices are clearly communicated to customers, eliminating unforeseen or hidden charges.	Prioritize customer satisfaction to develop financial strategies that focus on competitive pricing and value for customers. Attract and retain customers by implementing pricing adjustments that respond to post-pandemic market conditions and customer needs. Ensure price transparency	The management team is responsible for overseeing the development and implementation of financial strategies and pricing adjustments. The finance team is responsible for conducting financial analysis and planning, setting pricing strategies, and ensuring transparency. The marketing team is responsible for	Financial analysis tools software for market analysis, financial planning, and pricing strategy development. Communication platforms are tools for disseminating pricing information, such as websites, email marketing, and in-store signage. Human resources for Skilled professionals in finance, marketing, and customer service. Market research for	Internal budget for allocating funds from the financial planning and marketing budgets to support pricing strategy development and communication efforts. External funding for seeking partnerships or sponsorships to support marketing campaigns and customer communication initiatives.	Short-term (0-6 months): Conduct market research, implement initial pricing adjustments, and develop clear communication strategies. Mid-term (6-12 months): Monitor the impact of pricing adjustments, refine strategies based on customer feedback, and ensure ongoing transparency in pricing. Long-term (1-2 years):	Increased Customer Satisfaction: It will get higher satisfaction rates due to competitive pricing and clear communication. Enhanced Customer Retention: It will Improve customer retention through effective post-pandemic pricing strategies. Trust and Transparency: It will Strengthen customer trust due to transparent pricing and the absence of hidden charges.

		ncy to communicate pricing clearly to build trust and avoid any hidden charges.	communicating pricing changes and ensuring clear messaging to customers. The customer service team is responsible for addressing customer inquiries and feedback related to pricing.	Accessing market research data and customer feedback to inform pricing decisions.		Continuously optimize financial strategies, adjust pricing as needed, and maintain clear communication with customers to sustain satisfaction and loyalty.	
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IV. CONCLUSION

This research shows how food and beverage establishments in Nueva Ecija have adjusted to client satisfaction in the post-pandemic age. For example, core health and safety measures—rigorous sanitation and hygiene regimens—became a lynchpin to restoring customer confidence. Digital transformation was also important, with companies using digital marketing, social media, and contactless payments to reach and engage new customers.

Although queue management and improved staff training have benefited service delivery and positively impacted the customer experience, such changes to business models must occur as customer behavior changes. Competitive pricing, open lines of communication, and investment in loyalty programs are three examples of financial strategies that figured prominently in attracting and keeping customers in a budget-conscious post-pandemic economy.

Such initiatives showcase the ability of food and beverage outlets to find a sweet spot between operational changes and customer-focused strategies. Concentrating on health, technology, and affordability has enabled them to rebound and align themselves for long-term growth, aided by their deeply beleaguered environment.

Considering the pandemic has hindered customers' need for flexibility, the food and beverage establishment must, therefore, adopt and be flexible and innovative to survive and thrive after the pandemic. This helps to ensure that customers are happy and businesses are operational and resilient.

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