

**THE INFLUENCE OF FOOD SAFETY PRACTICES ON CUSTOMER
CONFIDENCE AMONG SELECTED CASUAL DINING
RESTAURANTS**

**A Thesis Presented to
the Faculty of the College of Business and Management
Misamis University
Ozamiz City**

**In Partial Fulfillment of the Requirements for the Degree
Bachelor of Science in Hospitality Management**

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APPROVAL SHEET

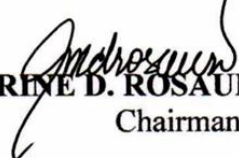
In partial fulfillment of the requirements for the degree Bachelor of Science in Hospitality Management, this thesis entitled, **“THE INFLUENCE OF FOOD SAFETY PRACTICES ON CUSTOMER CONFIDENCE AMONG SELECTED CASUAL DINING RESTAURANTS”** has been prepared and submitted by **Niel Nikko F. Nacional, Rochel Jane B. Revelo, John Michael B. Susobrado, Regine Ismael Sumaylo**, has been examined and is recommended for acceptance and approval for oral examination.


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	THESIS ABSTRACT Title : THE INFLUENCE OF FOOD SAFETY PRACTICES ON CUSTOMER CONFIDENCE AMONG SELECTED CASUAL DINING RESTAURANTS No. of Pages : Author : Niel Nikko F. Nacional, Rochel Jane B. Revelo, John Michael B. Susobrado, Regine Ismael L. Sumaylo Institution : Misamis University Degree : Bachelor of Science in Hospitality Management Academic Year : 2024-2025 Research Adviser: Mrs. Ruby P. Salig This study examined the influence of food safety practices on customer confidence in casual dining restaurants in Ozamiz City. It explored the correlation between food safety practices, specifically hygienic standard procedures, and customer confidence. The objectives are to (1) determine the level of food safety practices in terms of hygienic standard procedures, (2) assess the level of customer confidence in terms of perceived food safety and trust, and (3) examine the significant relationship between food safety practices and customer confidence. These objectives aim to highlight how food safety influences customer loyalty and satisfaction. A quantitative-descriptive research design was employed. A structured questionnaire was distributed to 156 respondents from selected casual dining restaurants in Ozamiz City. Permission to collect data was obtained through letters sent to the management of the participating restaurants. The results show a significant positive correlation between food safety practices and customer confidence. Key factors such as adherence to food safety protocols and proper sanitation measures were found to strongly influence customer trust and satisfaction. Respondents indicated that visible food safety measures significantly boosted their confidence when dining. This study emphasizes the vital role of food safety practices in shaping customer perceptions. The findings offer practical insights for restaurant owners and policymakers, underscoring the need for stringent food safety practices to build customer trust, improve satisfaction, and ensure public health within the hospitality sector. Keywords: <i>casual dining restaurants, customer confidence, food safety practices, hygienic standard procedures, trust</i>	
		

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THE RESEARCHERS

DEDICATION

This research is sincerely dedicated to our families for their unwavering love and support, which strengthened us and inspired us throughout this journey. We are also deeply grateful to our adviser, whose guidance and expertise were invaluable to this study. We truly appreciate everyone who contributed and supported us along the way. Above all, we gave thanks to God for giving us patience, strength, and knowledge to complete this research.

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	INTRODUCTION Rationale of the Study Food safety gained momentum in the restaurant business, especially during the COVID-19 pandemic; it nailed the importance of safety and hygiene standards across boards. Casual dining restaurants are those kinds of restaurants that have reasonable prices and an informal environment. They find it hard to implement food safety consistently, hence the question of consumer confidence (Sarmiento & Apritado, 2022). Studies have shown that poor food safety standards directly affect consumer trust and influence dining behaviour (Bolek, 2021). Technological advancements and stricter regulatory frameworks continue to shape global food safety practices (Hoffmann et al., 2021). However, a notable gap remains in ensuring these standards are met at the local level. In Ozamiz City, this issue is particularly relevant, as many casual dining restaurants have yet to fully adopt comprehensive food safety protocols, potentially compromising customer confidence (Rustiaetal.,2021). These are crucial in fostering a safe dining environment and maintaining public trust. Food safety is a sensitive part of restaurant operations that is directly associated with customer trust and, finally, with business outcomes. In fact, research highlights that food safety practices encompass hygienic standard procedures, including proper food handling, sanitation, and adherence to health regulations, that are aimed at minimizing foodborne risks (Zhang et al., 2022; Ghafuri et al., 2021). Food safety is increasingly considered a major factor in gaining consumer confidence because customers tend to patronize establishments that show visible and verifiable food safety standards (Chen & Huang, 2020). Studies suggest that restaurants with poor hygiene practices not only face customer dissatisfaction but also long-term risks that could	
		

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	damage their reputation and profitability (Sarmiento & Apritado, 2022). As customer awareness of foodborne risks grows, businesses that fail to implement strict food safety protocols may struggle to retain and attract customers (Roy & Srivastava, 2022). Casual dining restaurants exemplify those food service industries whose core operating concept primarily involves a casual atmosphere, moderately priced meals, and table service that separates it from fast foods and fine dining places. On the international scene, casual dining restaurants have held important positions in offering accessible and affordable dining experiences with a greater degree of service and quality compared to quick-service restaurants (Wang et al., 2021). The establishments focused on food safety practices, given that they must serve a diverse customer base comprising locals and tourists who demand consistent hygiene and quality standards (Wei et al., 2021). In the Philippines, casual dining restaurants, particularly in urban areas like Ozamiz City, are vital to the local economy, serving as popular venues for social gatherings and everyday meals (Sarmiento & Apritado, 2022). Their role extends beyond just providing food; they help shape dining trends and customer expectations, especially in terms of food safety and service quality. As they navigate the balance between affordability and quality, casual dining establishments are key players in promoting food safety standards that align with international practices and local regulatory frameworks (Rustia et al., 2021). Customer confidence is the assurance of consumers in the restaurant's ability to provide them with safe and quality food. It emanates from perceptions that customers show their commitment to any restaurant that adhered with hygiene practices, safety procedures, and general service quality. Confidence among customers is an important factor in dining because it leads to their direct choices and loyalty regarding a particular	
		

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	establishment (Anyasor & Njelita, 2020). Customer confidence is driven by two key constructs: perceived food safety and trust. Perceived food safety refers to customers' beliefs about food safety based on observable measures like cleanliness, certifications, and visible protocols (Chen & Huang, 2020). On the other hand, trust relates to the psychological assurance customers feel about a restaurant's commitment to consistent food safety and quality standards (Wu et al., 2021). Studies suggest that visible adherence to safer standards of cleanliness and proper food handling significantly enhances consumer trust in food sold in retail outlets (Roy & Srivastava, 2022). When customers observe that a restaurant takes food safety seriously through practices like proper sanitation, staff training, and compliance with health regulations, they are more likely to feel confident in the safety of the food being served, which in turn fosters loyalty and repeat patronage (Bolek, 2021). In contrast, poor food safety practices undermine customer confidence, leading to negative reviews and a loss of business. Thus, maintaining high food safety standards is essential for preserving customer trust and ensuring business success (Wei et al., 2021). Despite the increasing emphasis on food safety practices, a significant gap exists in consistently implementing these practices across casual dining restaurants, particularly in local contexts like Ozamiz City. While international standards and regulatory frameworks have advanced, many local establishments still struggle to meet these standards, resulting in decreased customer confidence (Rustia et al., 2021). This gap is crucial, as research highlights that poor food safety practices risk public health and diminish customer trust and loyalty (Sarmiento & Apritado, 2022). The study stems from the need to address these gaps by evaluating how well casual dining restaurants in Ozamiz City adhere to food safety protocols and understanding how these practices	
		

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	influence customer confidence. The research aims to provide practical insights that can help local businesses improve their food safety practices, align with international best practices, and ultimately enhance customer satisfaction and loyalty (Chen & Huang, 2020). This study focuses on evaluating food safety practices and their influence on customer confidence within selected casual dining restaurants in Ozamiz City. The scope is limited to these establishments, and the two primary variables are food safety practices and customer confidence. This study will not consider the other factors that might influence customer behaviour, such as variety included in the menu, price, and speed of service. Furthermore, the findings will not fully apply to other types of restaurants or places since the case study will limit itself to casual dining restaurants in Ozamiz City. Therefore, given these limitations, the contribution of this study remains significant, as its findings provide indications of how to contribute to good food safety practices that will help build customers' confidence in restaurants. These findings will be useful for restaurant owners aiming to enhance safety protocols, policymakers looking to strengthen local food safety regulations, and future researchers exploring similar topics in different settings (Sarmiento & Apritado, 2022). Ultimately, this study contributes to a better understanding of the critical role food safety plays in shaping customer trust and business success.	
		

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	Theoretical Framework The Theory of Planned Behavior (TPB), developed by Ajzen (1985), serves as the foundation of this study. TPB posits that human behaviour is influenced by attitudes toward the behaviour, subjective norms, and perceived behavioural control (Ajzen, 2020). In the context of this study, customer confidence in casual dining restaurants is shaped by their attitudes toward observed food safety practices, societal expectations regarding hygiene, and their ability to discern safe dining environments (Nickell & Hinsz, 2023). Food safety practices include the hygienic procedures that play a crucial role in influencing customer perceptions and trust. These practices, such as using clean utensils, sanitized preparation areas, and visible compliance with safety regulations, contribute to building customer confidence by minimizing risks associated with foodborne illnesses (Chen & Huang, 2020). Customers are more likely to exhibit positive behaviour, such as returning to the restaurant or recommending it to others, when they perceive strict adherence to food safety measures (Bolek, 2021). The study aligns with TPB's assertion that perceived behavioural control is pivotal in shaping behaviour. Customers' confidence in dining in a restaurant may depend on their ability to assess visible hygiene standards and their awareness of food safety practices (Anyasor & Njelita, 2020). Furthermore, subjective norms, including societal expectations of safety and cleanliness, can influence customer trust and their willingness to dine in casual restaurants that prioritize food safety (Roy & Srivastava, 2022). The theory helps explain how food safety practices influence customer confidence and loyalty. By evaluating the level of food safety and its relationship with	
		

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	trust and perceived safety, the study provides insights into improving customer confidence and fostering a culture of safety compliance within casual dining restaurants in Ozamiz City. Conceptual Framework The influence of food safety practices on customer confidence is crucial for casual dining restaurants. Food safety practices influence customer confidence and loyalty, affecting the restaurant's reputation and economic success. Food Safety Practices Food safety practices, especially hygienic standard procedures, are essential in casual dining restaurants to keep customers safe and earn their trust. Studies from different countries highlight how important these practices are. For instance, Shrestha et al. (2022) pointed out WASH (water, sanitation, and hygiene) practice as the key to maintaining health and nutritional well-being, particularly in hard-to-reach areas during the COVID-19 crisis. Their study indicated that public health outcomes were improved by the necessity of hygiene in preventing foodborne diseases. In the study of Addo-Tham et al. (2020), they found that poor hygiene among street food vendors in Ghana caused more cases of foodborne illness. Da Vitória et al. (2021) revealed in their study that when food handlers in Brazilian school kitchens followed strict hygiene rules, there was less chance of food contamination. According to Liu et al. (2021), getting HACCP certification in the food industry requires businesses to strictly follow hygiene standards, which helps build customer confidence. Hoffmann et al. (2021) emphasized that good hygiene practices are key to global food safety policies.	
		

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	In Ozamiz City, recent studies show that food safety practices are crucial in building customer confidence at casual dining restaurants. According to Sarmiento and Apritado (2022), restaurants that follow strict hygienic standard procedures have higher customer satisfaction. Borbon and Tolentino (2020) also highlight the need for better food safety policies to ensure consistent quality in local food establishments. Additionally, Rustia et al. (2021) point out that defining and managing food safety risks specific to the Philippines is crucial for improving safety and earning customer trust. These findings suggest that strong food safety practices are essential for keeping customers happy and confident in Ozamiz City's dining scene. Most studies agree that maintaining high food safety practices is essential for ensuring food safety and enhancing customer confidence. Both international and local studies consistently demonstrate that proper food safety practices are crucial in preventing food contamination, reducing the risk of foodborne illnesses, and enhancing customer confidence in the food service industry. Restaurants that prioritize cleanliness and follow strict food safety protocols are more likely to earn a positive reputation, retain loyal customers, and attract new ones. The emphasis on hygiene as a core aspect of food safety suggests a universal understanding of its importance, transcending cultural and regional boundaries. While these studies offer a broad view of food safety practices in various contexts, the current study focuses on how these practices influence customer confidence in Ozamiz City's casual dining restaurants. It will explore whether local practices align with international standards or face unique challenges or opportunities. By examining this specific setting, the research aims to provide a clearer understanding of the relationship between food safety practices and customer confidence in Ozamiz City,	
		

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	offering insights into enhancing food safety and customer satisfaction in similar environments. <i>Hygienic Standard Procedures</i> Food safety practices are essential in ensuring that restaurants provide safe and contamination-free food, which, in turn, boosts customer confidence. These practices encompass various activities, from proper food handling and storage to staff training. Among these, hygienic standard procedures are critical to food safety measures. Proper handwashing, surface sanitation, and the use of protective gear like gloves and hairnets are proven to minimize contamination risks (Kwol et al., 2020). Implementing these hygienic standard procedures is crucial to preventing foodborne illnesses in restaurants (Liu et al., 2021). Food handlers with a better understanding of hygiene practices consistently adhere to these protocols, which could reduce contamination risks (Hoffmann et al., 2021). Moreover, research indicates that visible hygiene practices, such as sanitized workspaces and clean utensils, play a significant role in shaping customer perceptions of food safety. Customers feel more confident in dining establishments that consistently demonstrate good hygiene practices, from food preparation to table service (Chen & Huang, 2020). Studies also show that these visible efforts, such as cleanliness in the dining area and staff adherence to food safety protocols, can increase customer loyalty (Yasami et al., 2022). Ensuring that staff are well-trained and consistently implement hygiene standards is essential to preventing cross-contamination and maintaining customer trust (Sarmiento & Apritado, 2022).	
		

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	Customer Confidence Customer confidence in casual dining establishments is significantly influenced by the perception of food safety and hygiene. When customers observe strict food safety practices, such as proper sanitation, staff wearing protective gear, and adherence to food safety, their trust in the restaurant's food safety increases. This trust plays a crucial role in customer retention and satisfaction, particularly in reducing perceived risks related to foodborne illnesses (Sarmiento & Apritado, 2022). Studies have shown that clear communication of food safety practices, such as visible certifications or staff training, can further bolster customer confidence, especially in times of public health crises like the COVID-19 pandemic (Wei et al., 2021). As demonstrated by research, these practices contribute to customer loyalty and repeat visits, making hygiene a key factor in influencing dining behaviour (Anyasor & Njelita, 2020). Visible and effective food safety practices are not just a protective mechanism but an essential element for cultivating trust, which directly impacts customer confidence and restaurant choice (Wang et al., 2021). <i>Perceived food safety</i> Perceived food safety plays a significant role in shaping customer confidence, particularly within the context of casual dining establishments. Customers' perceptions of food safety are often influenced by their trust in the restaurant's commitment to hygiene standards and preventive measures. This is crucial because customers are more likely to trust establishments that visibly uphold food safety practices, which can subsequently increase their overall confidence in the service. According to Anyasor and Njelita (2020), visible food safety measures, such as clean environments and well-	
		

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	maintained food handling practices, have a direct impact on customers' confidence and their loyalty to a restaurant (Anyasor & Njelita 2020). Similarly, Sarmiento and Apritado (2022) highlighted that hygiene practices, particularly in food preparation areas, significantly contribute to customer satisfaction and trust, which are critical factors in the dining experience (Sarmiento & Apritado, 2022). Furthermore, Bolek (2021) emphasized that customer confidence in food safety is enhanced when restaurants clearly communicate their adherence to safety standards, reinforcing the importance of transparency in building trust (Bolek, 2021). These findings align with the broader understanding that clear and consistent food safety practices foster long-term customer loyalty and satisfaction. <i>Trust</i> In the Philippines, customer confidence is highly influenced by perceived food safety measures within casual dining establishments. Rustia et al. (2021) found that effective implementation of food safety practices is key to gaining and retaining customer trust, especially in cities like Ozamiz, where local practices may not always align with international standards (Rustia et al., 2021). Furthermore, Borbon and Tolentino (2020) stressed that establishments with visible food safety measures, such as routine sanitation and compliance with local regulations, significantly enhance customer confidence, leading to repeat patronage (Borbon & Tolentino, 2020). Sarmiento and Apritado (2022) similarly found that food safety adherence increases trust, particularly in casual dining settings where customers expect both affordability and safety (Sarmiento & Apritado, 2022).	
		

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	Globally, perceived food safety measures remain a cornerstone for trust-building in the hospitality industry. Javed et al. (2021) found that in fast-food settings, trust in food safety practices like sanitation and proper food handling directly influences customer satisfaction and brand loyalty (Javed et al., 2021). Similarly, Yasami et al. (2022) noted that cleanliness and visible hygiene certifications were major factors for international tourists when selecting dining establishments in Thailand, further emphasizing the global impact of food safety on trust (Yasami et al., 2022). Esposito et al. (2022) further demonstrated that food safety measures, including the use of digital technologies to enhance sanitation, were critical in reducing customer risk perception and promoting trust during the pandemic (Esposito et al., 2022).	
		

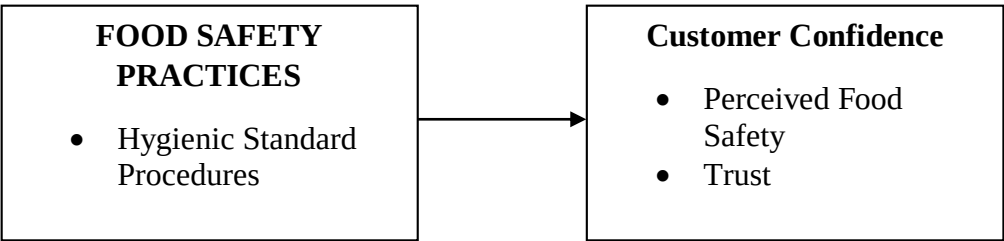


Figure 1. Schematic Diagram of Study

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	OBJECTIVES OF THE STUDY This study explored the restaurant’s food safety practices and customer confidence in Casual Dining Restaurants in Ozamiz City. The specific objectives of this study are the following: 1. Determine the level of food safety practices of casual dining restaurants in Ozamiz City in terms of hygienic standard procedures. 2. Determine the level of customer confidence among casual dining restaurants in terms of perceived food safety and trust. 3. Explore the significant relationship between food safety practices of casual dining restaurants and customer confidence.	
		

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	Alternative Hypothesis H_1: The study shows a positive relationship between food safety practices and customer confidence in casual dining restaurants in Ozamiz City.	
		

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	SIGNIFICANCE OF THE STUDY This study is significant as it aimed to enhance customer confidence by improving food safety practices in casual dining restaurants within Ozamiz City. By focusing on food safety, the research provides insights into how these practices influence customer trust, a crucial factor in the success of any food establishment. For restaurant owners and managers, this study emphasizes the importance of adhering to food safety protocols, which can lead to higher customer satisfaction, loyalty, and positive word-of-mouth referrals. Improved food safety practices not only benefit individual businesses but also contribute to public health by reducing the risks of foodborne illnesses. For local government and health regulators, the study offers valuable data that can guide policy improvements and food safety regulations within the hospitality sector in Ozamiz City. Establishing a strong culture of food safety can foster a safer dining environment, benefitting the community at large. Finally, this study served as a reference for future researchers exploring the relationship between food safety practices and customer confidence. It highlights the relevance of visible food safety measures in shaping consumer behaviour, offering a foundation for further research in food safety within the hospitality industry.	
		

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	RESEARCH METHODOLOGY Design This research utilized a quantitative-descriptive research design, specifically descriptive correlation analysis, to systematically measure and analyze variables related to food safety practices, customer confidence, and dining preferences. The general objective of the study was to determine the level of food safety practices in casual dining restaurants, assess customer confidence in terms of perceived food safety, and explore the relationship between these factors. As defined by Siedleck (2020), the descriptive research design was appropriate as it enabled the study to describe the characteristics of the population or phenomenon being examined. Descriptive analysis was employed to assess the level of food safety practices and customer confidence, while correlation analysis allowed for the exploration of the significant relationship between food safety practices and customer confidence. The combination of these approaches provided a clear understanding of how food safety practices influence customer trust and satisfaction, making the research design highly appropriate for achieving the study's objectives.	
		

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	Setting The study was conducted in selected casual dining restaurants in Ozamiz City, Misamis Occidental, Philippines. These restaurants, popular among local and visiting customers, provided an accessible setting to analyze food safety practices and their influence on customer confidence. By focusing on establishments that offered affordable, sit-down meals for a broad demographic, this study aimed to offer insights that could enhance local dining standards and inform broader industry practices. Respondents of the Study The respondents of this study were customers from seven selected restaurants, with a total population of 260. Using the Raosoft sample size calculator at a 95% confidence level and a 5% margin of error, a representative sample size of 156 respondents was determined. Stratified random sampling was then employed to ensure a balanced representation of each restaurant, allowing each establishment to contribute proportionally to the sample. This approach minimized selection bias, ensured diversity within the sample, and enhanced the generalizability of the findings to the broader customer population.	
		

RESTAURANTS	SAMPLE POPULATION SIZE	PERCENTAGE	NUMBER OF RESPONDENTS
AM'S CHICKEN HAUS	50	19%	30
PALABOK SA OZAMIZ	20	8%	12
SUPERMIX	50	19%	30
CRIBS DINER	50	19%	30
CENTRAL PER OZAMIZ	20	8%	12
PUESTO	50	19%	30
DARBS DINER	20	8%	12
TOTAL	260	100%	156

Instruments

This study utilized an adapted survey questionnaire from different authors.

A. *Food Safety Practices Questionnaire*. It is a 4-point Likert scale questionnaire adapted from Sarmiento and Apritado (2022), marked as follows: 4 – strongly agree; 3 – agree; 2 – disagree; and 1 – strongly disagree. This focuses on the implementation of food safety practices in casual dining restaurants. It consists of 1 construct: hygienic standard procedures. This construct includes eighteen indicators to evaluate the level of adherence to food safety practices.

B. *Customer Confidence Questionnaire*. It is a 4-point Likert scale questionnaire adapted from Anyasor and Njelita (2020), marked as follows: 4 – strongly agree; 3 – agree; 2 – disagree; and 1 – strongly disagree. This

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	evaluates customer confidence in casual dining restaurants, focusing on perceived food safety practices and trust in the establishment. It consists of 2 constructs: perceived food safety (4 indicators) and trust (5 indicators). Data Gathering Procedure The data collection process began with seeking approval from the management of seven selected casual dining restaurants in Ozamiz City by sending formal letters outlining the study's purpose, objectives, and methods, as well as assurances of ethical compliance, including voluntary and anonymous customer participation. Once approvals were secured, the researchers coordinated schedules with the restaurants to conduct data collection during peak dining hours, ensuring a diverse and representative sample. Customers were approached immediately after their dining experience, provided with a brief introduction explaining the study's purpose, and assured that their participation was voluntary and their responses confidential. Those who agreed to participate were given a concise questionnaire designed to be completed on the spot within 5–10 minutes, with no identifying information collected to ensure privacy. Completed questionnaires were checked for completeness and encoded into a secure database for analysis. The data were analyzed using descriptive statistics, such as mean and standard deviation, to evaluate food safety practices and customer confidence, and Pearson R. Product-Moment Correlation Coefficient was used to examine the relationship between these variables.	
		

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	Data Analysis The following statistical tools were used to analyze the following data gathered: <i>Mean & Standard Deviation.</i> - These tools were used to determine the level of food safety practices and customer confidence among selected casual dining restaurants. <i>Pearson R. Product Moment Correlation Coefficient</i> - This tool was used to explore the influence of food safety practices among selected casual dining restaurants on customer confidence. Ethical Considerations To ensure ethical research practices, respondents received a thorough briefing before the study began, including a clear explanation of the study’s purpose and methods. Participation was based on informed consent, where respondents voluntarily agreed to take part in the research. To uphold anonymity and confidentiality, all collected data was securely managed, with personal identifiers removed to protect participants’ identities. This approach adhered to RA 10173, the Data Privacy Act, which required that personal information be handled with strict confidentiality to safeguard respondents from any potential risks.	
		

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	RESULTS AND DISCUSSION Table 1 shows the food safety practices in terms of hygienic standard procedures, with a composite mean of 3.43, verbally interpreted as “Strongly Agree.” This indicates a general adherence to high standards of food safety practices in the restaurant. The statement “The food handlers in this restaurant wear clean uniforms” ranked highest with a mean of 3.66, followed by “Flatware, cutleries, and glassware are clean with no grease or visible smudges” and “The service trays in this restaurant are cleaned and sanitized,” both at 3.62. These practices highlight a strong emphasis on maintaining cleanliness and hygiene in visible aspects of food service The statement that ranked the highest is "The food handlers in this restaurant wear clean uniforms," with a weighted mean of 3.66. This shows that the respondents are aware that the perceived cleanliness of staff has an influence on customers' perception of hygiene and safety in a restaurant. Clean working uniforms are a definite symbol of the great hygiene standards practiced by a restaurant, and this puts customers at ease in terms of hygiene and food safety. It also creates value in the appreciation of the customer you get and the loyalty, in addition to supporting the general food safety practices to avoid contamination and, hence, ensures staff practices responsibility in compliance with health standards. These practices highlight a strong emphasis on maintaining cleanliness and hygiene in visible aspects of food service. This can be perceived as positive overall conformity pertaining to safety practices concerning food handling within the restaurant. Even though not top-notch, wait staff and chefs were wearing clean clothes as well, and cleanliness of utensils was incorporated within the study. The supposition is also backed	
		

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	up by a study done by Sarmiento and Apritado (2022), where it was established that restaurants with high levels of food safety recording less cases of food borne diseases. Since there is a correlation, that means that practices such as cleanliness of uniforms and surfaces are important elements for promoting health in society. Further, a study undertaken by Herniwanti and Jayanti (2022) revealed that businesses that nourished and embraced cleanliness were rewarded with higher customer satisfaction scores. It goes with the notion that germs avoidance is not only about health but also about the creation of confidence among customers; hence, it is essential for restaurants to enforce these practices. In contrast, the statements "The food handlers in this restaurant are wearing health certificates/health cards" and "The food handlers in this restaurant wear caps or hairnets" were ranked lowest, with means of 2.85 and 2.96, respectively, and were interpreted as "Agree." It suggests that while most food safety practices are followed diligently, there may be room for improvement in ensuring all staff wear health certifications and hair coverings consistently It shows that while the food handlers in this restaurant maintain high standards of visible food safety practices, the health regulations such as wearing health certificates/health cards (mean 2.85) and caps or hairnets (mean of 2.96) are not adequately complied with, leaving the restaurant exposed to critical foodborne diseases. From this, it can be concluded that respondents feel that these practices are not consistent. The important elements required for the exclusion of contamination and customer safety are not always being followed. Overcoming these flaws is important not only because it increases the credibility of the restaurant, and people’s confidence in it,	
		

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	but also because it complies with the trends in the restaurant business that protect the public's health. Overall, the high composite mean signifies a positive food safety environment, with most indicators showing strong compliance with food safety in the restaurant. Al-Ghazali et al. (2020) elaborate by saying that staff without health certifications visibly declared increased customer concern with food hygiene. This, as a fact, shows that there is a need for organizations to display compliance in order to improve customers' confidence. Moreover, Kwol et al. (2019) also conducted a study that confirmed that hair that has some coverings on it was associated with negative perceptions from customers. It means that restaurants must adhere to all the safety standards because any violation might compromise the hard-earned culture of food safety.	
		

Table 1
Food Safety Practices in Terms of Hygienic Standard Procedures

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. The food handlers in this restaurant wear clean uniforms.	3.66	Strongly Agree	1
2. The food handlers in this restaurant wear caps or hairnets.	2.96	Agree	17
3. The food handlers in this restaurant are wearing health certificates/health cards.	2.85	Agree	18
4. The food handlers in this casual restaurant don't wear jewelry, such as rings, bracelets, or watches while preparing and serving food to ensure hygiene and safety.	3.37	Strongly Agree	14
5. The food handlers in this restaurant had their nails clipped and didn't wear nail polish.	3.40	Strongly Agree	13
6. The food servers are using clean utensils/disposable gloves in serving food and practice proper plate handling.	3.43	Strongly Agree	12
7. The staff uses protective gear, like gloves, when necessary.	3.22	Agree	16
8. The staff avoids cross-contamination when handling different food items.	3.47	Strongly Agree	10
9. The tables and chairs in this restaurant are cleaned and sanitized after being used by each customer.	3.61	Strongly Agree	4
10. The dining area has a clean and refreshing smell.	3.56	Strongly Agree	6
11. The service area of this restaurant has no flies, cockroaches, and other vermin.	3.54	Strongly Agree	7.3
12. Flatware, cutlery, and glassware are clean with no grease or visible smudges.	3.62	Strongly Agree	2.5
13. The service trays in this restaurant are cleaned and sanitized.	3.62	Strongly Agree	2.5
14. Trash bins are available and not full.	3.35	Strongly Agree	15
15. The overall appearance of the building's exterior is clean and well-maintained.	3.54	Strongly Agree	7.3
16. The staff at this restaurant seems well-trained in food safety.	3.46	Strongly Agree	11
17. The staff is knowledgeable about food safety and hygiene.	3.54	Strongly Agree	7.3
18. I have observed the staff following food safety protocols while serving.	3.60	Strongly Agree	5
Composite Mean	3.43	Strongly Agree	

Note: Interpretation: 3.25-4.0 (Strongly Agree); 2.50-3.24 (Agree); 1.75-2.49 (Disagree); 1.0-1.74 (Strongly Disagree)

	Misamis Unibersity	25
	Table 2 shows the level of customer confidence across various constructs, with each construct showing a “Very High” level of confidence based on mean scores and standard deviations. Perceived Food Safety received a mean of 3.439 (SD = 0.5391), interpreted as "Very High," indicating that customers feel reassured by the restaurant's food safety practices. Trust was slightly higher, with a mean of 3.514 (SD = 0.5246), also interpreted as "Very High," suggesting strong confidence in the restaurant's adherence to food safety practices and protocols. The overall measure of Customer Confidence, combining both perceived food safety and trust, yielded a mean of 3.477 (SD = 0.4897), interpreted as "Very High." It indicates a high level of customer confidence in the restaurant's ability to provide a safe and trustworthy dining experience. Perceived Food Safety received a mean of 3.439. It clearly shows that customers have a high perceived level of food safety in this restaurant, and the second construct, which is trust with a weighted mean of 3.514, clearly supports this by showing customers' confidence in the safety standards complied with in this restaurant. This high assessment can however be attributed to the observable food safety practices, well-trained staff as well as the quality ingredients used in the preparation of the meals. The total Customer Confidence score was 3.477 and this is created by a combined impression of food safety and trust this imply that in addition to the customers having confidence in the safety of food that is offered, they also have confidence in the restaurant’s ability to maintain this food safety practices. This high level of confidence is important if it must cultivate loyal customers who produce good mouth talk about the restaurant business thus improving on its performance.	
		

	Misamis Unibersity	26
	This observation is especially valid as the study by Javed et al. (2021) found that restaurants with an established institutionalized food safety program have higher levels of satisfaction among customers. As a result, their research supported this proposition and suggested that customers are more likely to return to food establishments that they believe have a high level of commitment to food safety, highlighting the importance of high-standard food safety practices in achieving customer loyalty. Also, Benson et al. (2019) indicated that whenever customers are confident with the aspects of food safety of a restaurant, then there would be an increase in word of mouth and therefore the recommended strategies show how important it is for restaurants to ensure that they uphold high standards of food safety as this is an important factor in word and mouth. In summary, the high means across constructs show that both perceived food safety practices and trust significantly contribute to the very high level of customer confidence in this restaurant. In conclusion, the findings from Table 2 demonstrate that the level of customer confidence in casual dining restaurants is consistently “Very High,” driven by the key constructs of perceived food safety and trust. These results highlight the critical role of maintaining high food safety standards and visible hygienic practices to build customer trust and loyalty. The implications of these findings emphasize the need for restaurant managers to prioritize robust food safety protocols, consistent staff training, and visible hygiene practices. Strong food safety measures not only improve customer perceptions but also enhance loyalty and encourage positive word-of-mouth, driving long-term success in a competitive dining industry. By consistently upholding these practices, restaurants can	
		

ensure a safe and trustworthy environment that attracts and retains loyal customers while boosting overall business performance.

Table 2

Level of Customer Confidence for Casual Dining Restaurants

Constructs	M	SD	Interpretation
Perceived Food Safety	3.439	.5391	Strongly Agree
Trust	3.514	.5246	Strongly Agree
Customer Confidence	3.477	.4897	Strongly Agree

Note: Interpretation: 3.25-4.0 (Strongly Agree); 2.50-3.24 (Agree); 1.75-2.49 (Disagree); 1.0-1.74 (Strongly Disagree)

Table 3 examines the significant relationship between food safety practices (specifically hygienic standard procedures) and customer confidence. The results show an r-value of .643 with a p-value of 0.000, indicating a statistically significant and strong positive correlation between the two variables.

This “Perfect Positive Correlation” suggests that as the restaurant’s adherence to food safety practices increases, customer confidence also significantly improves. The high correlation emphasizes the critical role that consistent, visible food safety practices play in fostering trust and confidence among customers.

Wu et al. (2021) reached a similar finding and showed that restaurants that have high standards when it comes to food safety not only increase customer confidence but also get higher levels of customer satisfaction. In their study, they concluded that when manners of hygiene were constant, the customers rated higher the perceived safety and quality of the restaurant.

These observations evidently captured the need to link risk controls to food safety to the extent of customer confidence required in restaurants thus the call for hygienically clean restaurants. Overall, these findings underscore the importance of maintaining high standards in food safety practices to ensure and enhance customer confidence in the restaurant's quality and safety.

Table 3

Significant Relationship Between Food Safety Practices and Customer Confidence

Hygienic Standard Procedures/Food Safety Practices	r-value	p-value	Interpretation
Customer Confidence	.643**	0.000	Perfect Positive Correlation/Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

*2). ** $p < 0.01$ (Highly Significant); * $p < 0.05$ (Significant); $p > 0.05$ (Not Significant)*

	Misamis University	29
	CONCLUSION This study explored the food safety practices and customer confidence in casual dining restaurants in Ozamiz City, with the following key findings: 1. This study revealed that casual dining restaurants in Ozamiz City generally adhere to visible food safety practices, such as clean uniforms and sanitized utensils, which contribute to customer confidence. However, compliance with certain critical safety measures, such as the use of health certificates and hairnets, was lower than expected. These gaps suggest that while visible hygiene practices are well-maintained, there are areas where the restaurants need to improve to ensure full food safety. Addressing these issues would reduce contamination risks and further enhance customer trust in food safety standards. 2. The study found that customer confidence in casual dining restaurants is high, particularly in relation to food safety practices. Customers feel reassured by the visible food safety measures, including clean staff uniforms and well-trained employees. The highest confidence was noted in restaurants that display health inspection certificates and consistently follow food safety regulations. This indicates that transparency and adherence to food safety practices are key factors in building and maintaining customer trust. 3. This study revealed a strong positive correlation between food safety practices and customer confidence, suggesting that as restaurants improve their food safety standards, customer trust increases. The correlation emphasizes the importance of consistent, visible food safety practices in enhancing customer satisfaction. Customers are more likely to trust and return to restaurants that prioritize food	
		

	Misamis University	30
	safety measures. Therefore, maintaining high hygiene and safety standards is essential for fostering long-term customer loyalty and business success. RECOMMENDATIONS 1. The study recommends that owners and managers of casual dining restaurants should require all food handlers to wear health certificates and hairnets while working. These practices are essential for preventing contamination and reassuring customers of the restaurant's commitment to hygiene. Regular inspections should be conducted to ensure that all food handlers comply with these standards consistently. Additionally, management should establish clear policies for monitoring compliance and take corrective actions if these measures are not followed. 2. It is recommended that owners and managers of casual dining restaurants should display their health inspection certificates prominently in areas visible to customers to increase transparency and build trust. This practice reassures customers that the restaurant is committed to maintaining high food safety standards. Along with visible certifications, restaurants should actively communicate their safety protocols to customers through signage or digital platforms. This level of transparency will strengthen customer confidence and foster long-term loyalty. 3. Restaurant owners and managers should implement regular staff training sessions to ensure consistent adherence to food safety protocols. Supervisors should conduct internal audits to monitor compliance and promptly address any identified gaps. Health authorities or external consultants can also be engaged to provide updated training and evaluate safety measures. By maintaining these	
		

	Misamis Unibersity	31
	standards, restaurants can strengthen customer trust and foster loyalty, ultimately enhancing their reputation and business success.	



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APPENDIX A
SURVEY QUESTIONNAIRE
FOOD SAFETY PRACTICES

Adapted from: (Sarmiento & Apritado, 2022)

Instructions: Please read each statement carefully and write a check mark (✓) on the columns that contain your answer. Be guided by the following scale: 4– Strongly Agree; 3– Agree; 2– Disagree; 1– Strongly Disagree.

Hygienic Standard Procedures	Responses			
	4	3	2	1
1. The food handlers in this restaurant wear clean uniforms.				
2. The food handlers in this restaurant wear caps or hairnets.				
3. The food handlers in this restaurant are wearing health certificates/health cards.				
4. The food handlers in this casual restaurant don't wear jewelry.				
5. The food handlers in this restaurant had their nails clipped and didn't wear nail polish.				
6. The food servers are using clean utensils/disposable gloves in serving food and practice proper plate handling.				
7. The staff uses protective gear, like gloves, when necessary.				
8. The staff avoids cross-contamination when handling different food items.				
9. The tables and chairs in this restaurant are cleaned and sanitized after being used by each customer.				
10. The dining area has a clean and refreshing smell.				
11. The service area of this restaurant has no flies, cockroaches, and other vermin.				
12. Flatware, cutlery, and glassware are clean with no grease or visible smudges.				
13. The service trays in this restaurant are cleaned and sanitized.				
14. Trash bins are available and not full.				
15. The overall appearance of the building's exterior is clean and well-maintained.				
16. The staff at this restaurant seems well-trained in food safety.				
17. The staff is knowledgeable about food safety and hygiene.				
18. I have observed the staff following food safety protocols while serving.				

CUSTOMER CONFIDENCE QUESTIONNAIRE

Adapted from: (Anyasor & Njelita, 2020)

Perceived Food Safety	Responses			
	4	3	2	1
1. The training of the staff in food safety gives me confidence in this restaurant.				
2. Seeing the restaurant display health inspection certificates increases my confidence in its food safety.				
3. I feel more confident dining here because the restaurant appears to follow all local food safety regulations.				
4. I feel confident that the restaurant handles food in a way that meets safety standards.				
Trust				
1. Observing that the restaurant's staff follows proper food handling procedures increases my trust in their food safety practices.				
2. My confidence in the restaurant is strengthened when I see staff actively following food safety procedures.				
3. The presence of a designated person overseeing food safety makes me trust the restaurant more.				
4. I feel assured when I see that the restaurant promptly takes corrective actions on any food safety issues.				
5. I am more likely to eat in casual dining restaurants because the restaurant uses high-quality ingredients from safe sources.				

Thank You!

We appreciate your time and effort in completing this questionnaire. Your responses will contribute significantly to understanding and improving food safety practices, and customer confidence in selected casual dining restaurants.

APPENDIX B

Sample of the Filled-Out Questionnaire

FOOD SAFETY PRACTICES

Adapted from: (Sarmiento & Apritado, 2022)

Instructions: Please read each statement carefully and write a check mark (✓) on the columns that contain your answer. Be guided by the following scale: 4– Strongly Agree; 3– Agree; 2– Disagree; 1– Strongly Disagree.

Hygienic Standard Procedures	Responses			
	4	3	2	1
1. The food handlers in this restaurant wear clean uniforms.	✓			
2. The food handlers in this restaurant wear caps or hairnets.		✓		
3. The food handlers in this restaurant are wearing health certificates/health cards.		✓		
4. The food handlers in this casual restaurant don't wear jewelry.	✓			
5. The food handlers in this restaurant had their nails clipped and didn't wear nail polish.	✓			
6. The food servers are using clean utensils/disposable gloves in serving food and practice proper plate handling.		✓		
7. The staff uses protective gear, like gloves, when necessary.	✓			
8. The staff avoids cross-contamination when handling different food items.	✓			
9. The tables and chairs in this restaurant are cleaned and sanitized after being used by each customer.	✓			
10. The dining area has a clean and refreshing smell.	✓			
11. The service area of this restaurant has no flies, cockroaches, and other vermin.	✓			
12. Flatware, cutlery, and glassware are clean with no grease or visible smudges.	✓			
13. The service trays in this restaurant are cleaned and sanitized.	✓			
14. Trash bins are available and not full.	✓			
15. The overall appearance of the building's exterior is clean and well-maintained.	✓			
16. The staff at this restaurant seems well-trained in food safety.	✓			
17. The staff is knowledgeable about food safety and hygiene.	✓			
18. I have observed the staff following food safety protocols while serving.	✓			

CUSTOMER CONFIDENCE QUESTIONNAIRE
Adapted from: (Anyasor & Njelita, 2020)

Perceived Food Safety	Responses			
	4	3	2	1
1. The training of the staff in food safety gives me confidence in this restaurant.	/			
2. Seeing the restaurant display health inspection certificates increases my confidence in its food safety.	/			
3. I feel more confident dining here because the restaurant appears to follow all local food safety regulations.	/			
4. I feel confident that the restaurant handles food in a way that meets safety standards.	/			
Trust				
1. Observing that the restaurant's staff follows proper food handling procedures increases my trust in their food safety practices.	/			
2. My confidence in the restaurant is strengthened when I see staff actively following food safety procedures.	/			
3. The presence of a designated person overseeing food safety makes me trust the restaurant more.	/			
4. I feel assured when I see that the restaurant promptly takes corrective actions on any food safety issues.	/			
5. I am more likely to eat in casual dining restaurants because the restaurant uses high-quality ingredients from safe sources.	/			

Thank You!

We appreciate your time and effort in completing this questionnaire. Your responses will contribute significantly to understanding and improving food safety practices, and customer confidence in selected casual dining restaurants.

APPENDIX C

Sampling Computations

RESTAURANT	DATA	PERCENT	SAMPLE SIZE
Am's Kitchen Haus	50	19%	30
Palabok Sa Ozamiz	20	8%	12
Supermix	50	19%	30
Cribs Diner	50	19%	30
Central Perk	20	8%	12
Puesto	50	19%	30
Darbs	20	8%	12
TOTAL	260	100%	156



What margin of error can you accept? %
5% is a common choice

What confidence level do you need? %
Typical choices are 90%, 95%, or 99%

What is the population size?
If you don't know, use 20000

What is the response distribution? %
Leave this as 50%

Your recommended sample size is **156**

APPENDIX D

Request Letter to Adapt the Instrument



MISAMIS UNIVERSITY
OZAMIZ CITY

September 3, 2024

Dr. Fhamela F. Sarmiento
University of Santo Tomas
Dr. Jennie Margaret Martinez Apritado
Lyceum of the Philippines University – Batangas

Dear Dr. Sarmiento and Apritado,

We are fourth-year students at Misamis University pursuing a Bachelor of Science in Hospitality Management. We are currently working on my research study, which is titled "The Influence of Food Safety Practices on Customer Confidence Among Selected Casual Dining Restaurants". Upon reviewing your study, "Food Safety Practices Among Selected Casual Dining Restaurants: A Basis in Achieving Customer Satisfaction" (2022), we discovered that the structure and content of your research, particularly the questionnaire you used to assess food safety practices, perfectly align with my research objectives.

Given the relevance of your tool to the variables we are investigating, particularly the aspects of hygienic standard procedures and food safety practices in casual dining restaurants, we would like to request your permission to use the questionnaire instrument from your study as part of my research. The tool will be utilized solely for academic purposes and will be fully credited to your work in both the data collection process and the final research publication.

Your consideration of my request would be greatly appreciated. If you need any further information or clarity, we would be more than pleased to provide it. Thank you very much for your time and kind consideration, and we look forward to your favorable response.

Respectfully,

Niel Nikko Nacional

Rochel Jane B. Revelo

John Michael Susobrado

Regine Ismael Sumaylo
BSHM Student Researchers

Received and Approved by:

Name: _____

Affiliation: _____

College of Business and Management
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**MISAMIS UNIVERSITY**
OZAMIZ CITY

September 3, 2024

Mr. Chukwudi I. Njelita
Mr. Okwuchukwu Marcus Anyasor
Department of Marketing,
Chukwuemeka Odumegwu Ojukwu University,
Anambra State, Nigeria

Dear Mr. Njelita and Mr. Anyasor,

We are fourth-year students at Misamis University, currently pursuing a Bachelor of Science in Hospitality Management. We are in the process of conducting a research study titled "The Influence of Food Safety Practices on Customer Confidence Among Selected Casual Dining Restaurants." Upon reviewing your study, "Customer Loyalty and Patronage of Quick Service Restaurants in Nigeria" (2020), we discovered that the structure and content of your research, particularly the questionnaire you used to assess food safety practices, perfectly align with my research objectives.

Given the relevance of your tool to the variables we are investigating, especially those concerning food safety practices in casual dining restaurants and their impact on customer confidence, we would like to request your permission to use the Customer Confidence Questionnaire from your study. This tool will be used solely for academic purposes, and full credit will be given to your work in both the data collection process and the final research publication.

Your consideration of this request would be greatly appreciated. Should you need any further information or clarification, we would be more than pleased to provide it. Thank you for your time and kind consideration, and we look forward to your favorable response.

Respectfully,

Niel Nikko Nacional

Rochel Jane B. Revelo

John Michael Susobrado

Regine Ismael Sumaylo
BSHM Student Researchers

Received and Approved by:

Name: _____

Affiliation: _____

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APPENDIX E

Informed Consent Form

**MISAMIS UNIVERSITY – OZAMIZ CITY****Bachelor of Science in Hospitality Management**

Dear Respondents,

We are currently conducting a research entitled “**The Influence of Food Safety Practices on Customer Confidence among Selected Casual Dining Restaurants**”. This is a requirement for the program of Bachelor of Science in Hospitality Management in Misamis University. With this, we would like to ask for your cooperation to gather data and information from you by answering the survey questionnaire below.

In accordance with R.A 10173 of the Data Privacy Act of 2012, all personal and/or sensitive information solicited and disclosed from this questionnaire shall only be used for the study alone. Rest assured that your responses will be securely stored and only accessible to the research team and will be used solely for research purposes.

By continuing to the questionnaire, you acknowledge that you have read and understood the above information and consent to participate in this study. Thank you for your time and cooperation. Your input is greatly appreciated.

Respectfully yours,

Niel Nikko F. Nacional
Rochel Jane B. Revelo
John Michael B. Susobrado
Regine Ismael L. Sumaylo
BSHM Student Researchers

APPENDIX F

Approved Letter of Consent



MISAMIS UNIVERSITY
OZAMIZ CITY

October 10, 2024

Darbs Diner

Dear Ma'am/Sir,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Food Safety Practices on Customer Confidence Among Selected Casual Dining Restaurants"**.

For this, the study has its purpose to determine the level of food safety practices of casual dining restaurants in terms of hygienic standard procedures, determine the level of customer confidence among casual dining restaurants in terms of perceived food safety and trust, and determine the significant relationship between food safety practices and customer confidence. As an output of the study, the researcher will propose recommendations to enhance food safety practices and customer confidence in casual dining restaurants.

With this, we humbly ask for your permission to allow the customers of this selected casual dining restaurant to participate by answering the questions related to the study. Rest assured that all information that will be obtained will only be used for research purposes and will be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: 09619082917 and email address rocheljane23@outlook.com.

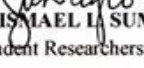
We are looking forward to your positive response and greatly appreciate your cooperation.
Thank you.

Respectfully,


NIEL NIKKO F. NACIONAL

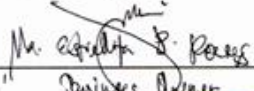

ROCHEL JANE B. REVELO


JOHN MICHAEL B. SUSOBRADO


REGINE ISMAEL I. SUMAYLO
BSHM Student Researchers

Noted by:

RUBY P. SALIG
Research Adviser

Received and Approved by:

Name: Mr. Edwin S. Reyes
Affiliation: Business Owner

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY
OZAMIZ CITY

October 9, 2024

Am's Chicken Haus

Dear Ma'am/Sir,

Greetings!

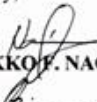
The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Food Safety Practices on Customer Confidence Among Selected Casual Dining Restaurants"**.

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We are looking forward to your positive response and greatly appreciate your cooperation.
Thank you.

Respectfully,


NIEL NIKKO F. NACIONAL


ROCHEL JANE B. REVELO


JOHN MICHAEL B. SUSOBRADO


REGINE ISMAEL L. SUMAYLO
BSHM Student Researchers

Noted by:


RUBY P. SALIG
Research Adviser

Received and Approved by:  - 10/15/24 -

Name: Jalaton, Mary Ivory

Affiliation: Branch Manager

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY

OZAMIZ CITY

October 9, 2024

Puesto

Dear Ma'am/Sir,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Food Safety Practices on Customer Confidence Among Selected Casual Dining Restaurants"**.

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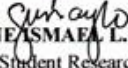
We are looking forward to your positive response and greatly appreciate your cooperation.
Thank you.

Respectfully,

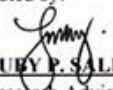

NIEL NIKKO F. NACIONAL


ROCHEL JANE B. REVELO


JOHN MICHAEL B. SUSOBRADO


REGINE ISMAEL L. SUMAYLO
BSHM Student Researchers

Noted by:


RUBY P. SALIG
Research Adviser

Received and Approved by:

Name:  **MINAY**

Affiliation: **SUPERVISOR**

October 9, 2024

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Ozamiz City, Misamis Occidental, Philippines
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www.mu.edu.ph





MISAMIS UNIVERSITY
OZAMIZ CITY

Cribs Diner

Dear Ma'am/Sir,

Greetings!

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We are looking forward to your positive response and greatly appreciate your cooperation.
Thank you.

Respectfully,


NIEL NIKKO F. NACIONAL


ROCHEL JANE B. REVELO

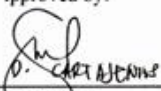

JOHN MICHAEL B. SUSOBRADO


REGINE SMAEL L. SUMAYLO
BSHM Student Researchers

Noted by:


RUBY P. SOLIG
Research Adviser

Received and Approved by:

Name:  **Jey D. Carat Agtans**

Affiliation:  **MANAGER**

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY

OZAMIZ CITY

October 10, 2024

Palabok sa Ozamiz

Dear Ma'am/Sir,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Food Safety Practices on Customer Confidence Among Selected Casual Dining Restaurants"**.

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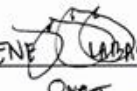

NIEL NIKKO F. NACIONAL


ROCHEL JANE B. REVELO


JOHN MICHAEL B. SUSOBRADO


REGINE ISMAEL L. SUMAYLO
BSHM Student Researchers

Received and Approved by:

Name: 
Affiliation: Overt

Noted by:


RUBY P. SALIG
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY

OZAMIZ CITY

October 10, 2024

Supermix
Dear Ma'am/Sir,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Food Safety Practices on Customer Confidence Among Selected Casual Dining Restaurants"**.

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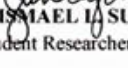
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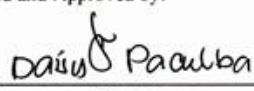

NIEL NIKKO F. NACIONAL


ROCHEL JANE B. REVELO


JOHN MICHAEL B. SUSOBRADO


REGINE ISMAEL I. SUMAYLO
BSHM Student Researchers

Received and Approved by:

Name: 
Affiliation: Staff

Noted by:


RUBY P. SALIG
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY

OZAMIZ CITY

October 9, 2024

Central Perk Ozamiz

Dear Ma'am/Sir,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"The Influence of Food Safety Practices on Customer Confidence Among Selected Casual Dining Restaurants"**.

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NIEL NIKKO F. NACIONAL


ROCHEL JANE B. REVELO

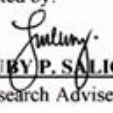

JOHN MICHAEL B. SUSOBRADO


REGINE ISMAEL A. SUMAYLO
BSHM Student Researchers

Received and Approved by:

Name: 
Affiliation: PURCHASER

Noted by:


RUBY P. SALIG
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph



APPENDIX G

Statistical Computations

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PERCEIVED FOOD SAFETY	156	1.3	4.0	3.439	.5391
TRUST	156	1.0	4.0	3.514	.5246
CUSTOMER CONFIDENCE	156	1.3	4.0	3.477	.4897
Valid N (listwise)	156				

Level of Customer Confidence

(n=156)

Constructs	M	SD	Interpretation
Perceived Food Safety	3.439	.5391	Very High
Trust	3.514	.5246	Very High
Customer Confidence	3.477	.4897	Very High

Note: Interpretation Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
HYGIENIC STANDARD PROCEDURES/FOOD SAFETY PRACTICES	156	1.6	4.0	3.434	.4167
Valid N (listwise)	156				

Level of Food Safety Practices

(n=156)

Constructs	M	SD	Interpretation
Hygienic Standard Procedures/Food Safety Practices	3.434	.4167	Very High

Note: Interpretation Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Correlations

			HYGIENIC STANDARD PROCEDURES/FOOD SAFETY PRACTICES	CUSTOMER CONFIDENCE
Spearman's rho	HYGIENIC STANDARD PROCEDURES/FOOD SAFETY PRACTICES	Correlation Coefficient	1.000	.643**
		Sig. (2-tailed)	.	.000
		N	156	156
	CUSTOMER CONFIDENCE	Correlation Coefficient	.643**	1.000
		Sig. (2-tailed)	.000	.
		N	156	156

** . Correlation is significant at the 0.01 level (2-tailed).

Significant Relationship between Food Safety Practices and Customer Confidence (n=250)

Variable	r-value	p-value	Interpretation
Gambling Behavior and Financial Management	.643**	0.000	Perfect Positive Correlation/Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

2). **p<0.01 (Highly Significant); *p<0.05 (Significant); p>0.05 (Not Significant)

APPENDIX H

Documentation

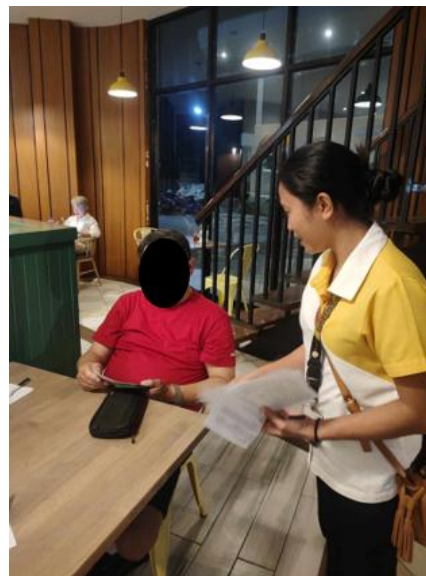
Proposal Defense



Final Defense



Data Gathering



APPENDIX I

Plagiarism Test Result



Page 2 of 46 - Integrity Overview

Submission ID trn:oid::28447:90720005

23% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Filtered from the Report

► Bibliography

Match Groups

-  **136 Not Cited or Quoted 19%**
Matches with neither in-text citation nor quotation marks
-  **25 Missing Quotations 3%**
Matches that are still very similar to source material
-  **4 Missing Citation 1%**
Matches that have quotation marks, but no in-text citation
-  **1 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 9%  Internet sources
- 3%  Publications
- 23%  Submitted works (Student Papers)

Integrity Flags

0 Integrity Flags for Review

No suspicious text manipulations found.

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.



Page 2 of 46 - Integrity Overview

Submission ID trn:oid::28447:90720005



APPENDIX J

Grammarly Test Result

Report: BSHM_PaperGroup_L - Copy

BSHM_PaperGroup_L - Copy

by Misamis University

General metrics

62,856	9,003	739	36 min 0 sec	1 hr 9 min
characters	words	sentences	reading time	speaking time

Score



This text scores better than 97% of all texts checked by Grammarly

Writing Issues

130	12	118
Issues left	Critical	Advanced

Plagiarism

This text hasn't been checked for plagiarism



APPENDIX K

CURRICULUM VITAE



ROCHEL JANE B. REVELO

Bañadero, Ozamiz City
Misamis Occidental
0961-908-2917
rocheljane27@gmail.com



CAREER OBJECTIVE

I am a motivated individual seeking an opportunity to apply my skills and knowledge in a meaningful way. I am committed to contributing to the success of any team or organization through dedication, a strong work ethic, and a desire to grow both personally and professionally.

PERSONAL INFORMATION

Nickname	:	Chel	Religion	:	UCCP
Birth Date	:	October 23, 2001	Father	:	Robert B. Revelo
Birth Place	:	Ozamiz City	Occupation	:	Seaman
Civil Status	:	Single	Mother	:	Ruphelle B. Revelo
Sex	:	Female	Occupation	:	Housewife
Nationality	:	Filipino			

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2021 – present
Secondary	Misamis University ABM-HM Ozamiz City, Misamis Occidental	2019 – 2021

SKILLS AND KNOWLEDGE

- Interpersonal Skills
- Customer Service Attitude
- Adaptability
- Creative Skills
- Computer Skills (MS Word, Ppt, Excel)
- Resourceful
- Punctuality

SEMINARS/WORKSHOPS/TRAININGS

- | | |
|--|---|
| • NC II – Housekeeping | October 2024
Ozamiz City, Philippines |
| • Pump, Twist, Create:
Balloon Seminar-Workshop | April 2023
MU Manor, Ozamiz City, Philippines |
| • Career Orientation Seminar in the
Cruise Line Industry | April 2023
MIHCA Cebu, Cebu City, Philippines |
| • Lecture & Demonstrating on Basic
House Keeping and Bed Making | April 2023
Mezzo Hotel, Cebu City, Philippines |
| • Educational Tour | April 2023
Cebu City, Philippines |

WORK EXPERIENCE

Waterfront Cebu City Hotel and Casino	December 18, 2024 – March 29, 2025 Salinas Dr., Lahug, Cebu City
---------------------------------------	---

REFERENCES

Catherine D. Rosauro, MBA, MIHM
 BSHM OJT Coordinator
 Misamis University
 0951-885-5461
 catherine.rosauro@mu.edu.ph

Niel Nikko F. Nacional
Austin Heights, Kolambugan
Lanao del Norte
095-3743-4258
Nielnacional014@gmail.com



CAREER OBJECTIVE

Strive to apply my knowledge in real-world settings by continuously developing both technical and interpersonal skills, gaining valuable industry experience, and building a strong foundation for long-term career growth. I am committed to enhancing my problem-solving abilities and contributing positively to team efforts and organizational success.

PERSONAL INFORMATION

Nickname	:	Gohan	Religion	:	Roman Catholic
Birth Date	:	August 11, 2001	Father	:	Noel M. Nacional
Birth Place	:	Kolambugan	Occupation	:	None
Civil Status	:	Single	Mother	:	Yolanda F. Nacional
Sex	:	Male	Occupation	:	Midwife
Nationality	:	Filipino			

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	1st Semester 2024 - present
Secondary	Holy Cross High School Computer System Servicing Kolambugan, Lanao Del Norte	2019 – 2020

SKILLS AND KNOWLEDGE

- Communication Skills
- Computer Skills (MS Word, Power Point, Exel)
- Patience
- TeamWork
- Motivating
- Positivity

SEMINARS/WORKSHOPS/TRAININGS

- NC II Housekeeping October 2024
 - Coffee Making Seminar-Workshop May 2023
MU Manor, Ozamiz City, Philippines
 - Career Orientation Seminar in the Cruise Line Industry April 2023
MIHCA Cebu, Cebu City, Philippines
 - Lecture & Demonstrating on Basic House Keeping and Bed Making April 2023
Mezzo Hotel, Cebu City, Philippines
 - Educational Tour April 2023
Cebu City, Philippines
-

WORK EXPERIENCE

Avisha Hotel Ozamiz City December 3, 2024 - March 14, 2025

REFERENCES

Catherine D. Rosauro, MBA, MIHM
BSHM OJT Coordinator
Misamis University
0951-885-5461
catherine.rosauro@mu.edu.ph

JOHN MICHAEL B. SUSOBRADO

P- 4 Bagakay, Ozamiz City,
Misamis Occidental
0948-677-5853
michaelsusobrado02@gmail.com



CAREER OBJECTIVE

To apply my knowledge and skills in a practical work environment, while gaining valuable hands-on experience that enhances my professional growth and prepares me for a successful career.

PERSONAL INFORMATION

Nickname :	John	Religion :	Roman Catholic
Birth Date :	March 2, 2003	Father :	Jose Susobrado
Birth Place :	Ozamiz City	Occupation :	Poultry
Height :	154 cm	Mother :	Liza B. Susobrado
Weight :	63 kg	Occupation :	OFW
Civil Status :	Single		
Sex :	Male		
Nationality :	Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	1 st Semester 2020 - present
Secondary	Misamis University Pre- Baccalaureate Ozamiz City, Misamis Occidental	2019 – 2020

SKILLS AND KNOWLEDGE

- Adaptability: Being flexible and adaptable to changing circumstances and guest needs.
- Customer Service
- Housekeeping Skills
- Time Management

SKILLS AND KNOWLEDGE

- Adaptability: Being flexible and adaptable to changing circumstances and guest needs.
- Customer Service
- Housekeeping Skills
- Time Management
- Cooking Skills
- Teamwork
- Punctuality
- Active Listening
- Football Skills

SEMINARS/WORKSHOPS/TRAININGS

- **Coffee Making Seminar-Workshop** May 2023
MU Manor, Ozamiz City, Philippines
- **Career Orientation Seminar in the Cruise Line Industry** April 2023
MIHCA Cebu, Cebu City, Philippines
- **Lecture & Demonstrating on Basic House Keeping and Bed Making** April 2023
Mezzo Hotel, Cebu City, Philippines
- **NCII Housekeeping** October 2024
- **Educational Tour** April 2023
Cebu City, Philippines

WORK EXPERIENCE

Aya Hotel & Residences January 10, 2025 – April 12, 2025
Poblacion 4, Clarin, Misamis Occidental

REFERENCES

Catherine D. Rosauro, MBA, MIHM
BSHM OJT Coordinator
Misamis University 0951-885-5461
catherine.rosauro@mu.edu.ph

REGINE ISMAEL L. SUMAYLO

Calabayan, Ozamiz City,

Misamis Occidental

09817024783

regineismaelsumaylo@gmail.com



CAREER OBJECTIVE

To be able to apply my knowledge acquired on my studies, as well as gaining and developing my personal skills through experience.

PERSONAL INFORMATION

Nickname :	Reg	Religion :	IFI
Birth Date :	August 16, 2000	Father :	Dionesio P. Sumaylo
Birth Place :	Ozamiz City	Occupation :	OFW
Civil Status :	Single	Mother :	Allien M. Laurete
Sex :	Female	Occupation :	Housewife
Nationality :	Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2019 - present
Secondary	Jose Lim Ho National High School Calabayan, Ozamiz City	2018-2019

SKILLS AND KNOWLEDGE

- Hardworking
- Teamwork
- Time Management
- Resourceful
- Punctuality

CERTIFICATES

- BREAD & PASTRY PRODUCTION NCII
- COOCKERY NCII

ON THE JOB TRAININGS

Senior High School OJT	Carmelas	2018
First Year College OJT	MU Manor Hotel Housekeeping Department	2019
	MU Manor Hotel Kitchen Department	2019

SEMINARS/WORKSHOPS/TRAININGS

- Coffee Making Seminar-Workshop
May 2023
MU Manor, Ozamiz City, Philippines
- Career Orientation Seminar in the Cruise Line Industry
April 2023
MIHCA Cebu, Cebu City, Philippines
- Lecture & Demonstrating on Basic House Keeping and Bed Making
April 2023
Mezzo Hotel, Cebu City, Philippines
- Educational Tour
April 2023
Cebu City, Philippines

SUMMARY

As a passionate and committed student of Hospital Management, I have acquired a strong foundation in customer services, event organization. and hotel operations through my academic pursuits. My coursework has equipped me with a comprehensive understanding of hospitality industry. Encompassing business management principles, marketing strategies, and human resources practices. Extending beyond academics, have gained practical experience through JDVP at Carmelas, where 1 assisted in coordinating events. Managing guest relations, and handling front desk operations. This experience has sharpened my problem-solving abilities and capacity to efficiently manage multiple tasks simultaneously Iam highly motivated to apply my theoretical knowledge and practical skills to make a meaningful contribution to your team.