

**CLOUD KITCHENS' QUALITY FOOD ASSESSMENT
AND CUSTOMER TRUST**

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

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

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APPROVAL SHEET

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THESIS ABSTRACT

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As demand for delivery of food expands, cloud kitchens offer a cost-effective solution to meet customer demand without incurring the expenses of a conventional dining setup. The study explored the significant relationship between food assessment and customer trust. This study utilized descriptive-correlational research design. It took place in Ozamis City. There were 370 respondents among university staff and students who were chosen through random sampling technique. *Quality Food Assessment* and *Customer Trust Questionnaires* were used in gathering the data. Mean, Standard Deviation and Correlation Analysis were used as statistical tools in analyzing the data. The results show that food quality and customer trust is perceived as high, while the quality of the food in cloud kitchen postulates a significant relationship on customer trust. The finding revealed that cloud kitchen in Ozamis City ensures to offer products that are packed appropriately to ensure that safety and security of their consumers while ensuring that they could earn trust from their patronizers. Thus, it can be inferred that the cloud kitchen becomes more cautious and careful in presenting their products to ensure trust among their counterparts. It is recommended that cloud kitchens build trust by maintaining ethical practices, ensuring clear communication, and delivering reliable service.

Keywords: *Cloud Kitchen, Food Quality, Customer Trust, Online food delivery*



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The Researchers



DEDICATION

This study is dedicated to the esteemed benefactors whose trust in food services has served as its inspiration. We anticipate that our approach helped to strengthen the industry's relationship with trust and reliability. For their unconditional love, support, and encouragement, which inspired us throughout this journey, we dedicate this work to our families. We also want to sincerely thank our school for providing the environment, resources, and expertise needed to finish this project.

*Angelika**Shane**Glynnis*

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INTRODUCTION

The food industry has rapidly evolved with the rise of digital ordering platforms, especially during and after the COVID-19 pandemic (Sarbhahi & Khare, 2023). One major result of this shift is the emergence of cloud kitchens which are known as virtual kitchens. The food is prepared solely for delivery, eliminating the need for dine-in spaces. It offers lower operational costs and greater convenience but also presents challenges in maintaining food quality and customer trust (Pookulangara et al., 2022). Cloud kitchens often face issues such as inconsistent food quality, food safety concerns, and skepticism from customers who prefer traditional restaurants. These challenges are worsened by fluctuating ingredient prices and the absence of physical transparency in kitchen operations (Bose & Chaudhary, 2023). Additionally, the ethical practices and culinary skills of kitchen staff are crucial to delivering consistent and safe food (Musthaf et al., 2023).

Meanwhile, employee's ethics and culinary skills are essential in maintaining high-quality output (Musthaf et al., 2023). The absence of physical presence can create a trust deficit among consumers, as food safety and delivery reliability concerns persist. These risks are compounded by the lack of transparency in kitchen operations, which contrasts with traditional restaurant experiences where diners can visually assess cleanliness and food preparation standards (Bose & Chaudhary, 2023). While cloud kitchen restaurants offer enormous flexibility and are economically viable for food businesses, they need to surmount such massive challenges regarding instilling customer trust and assurance of quality food as they affect business sustainability (Kanara, 2022).



Quality food assessment has become a critical factor for cloud kitchens to become successful (Ahmed et al., 2024). It assures customer satisfaction, loyalty, and trust (Krishnamoorthy et al., 2023). As the absence of physical interaction between the customer and the restaurant-maintenance, the stringent aspect for food quality assessment is impaired (Choudhary, 2019). In this vein, quality food assessment is in place among several dimensions such as the freshness of ingredients, hygiene in preparation, taste consistency, and proper packaging, which contribute to the overall customer satisfaction (Reinaldilas et al., 2023). Cloud kitchens that prioritize food quality through systematic assessments can differentiate themselves in the highly competitive food delivery market. The integration of technological advancements like IoT-based frameworks allow real-time monitoring and assessment of food quality, ensuring that standards are consistently met while reducing the risk of human error (Bhatia & Manocha, 2022).

A focus on transparency and the ability to communicate quality assurances effectively to consumers enhances trust, as customers feel more confident about the food they receive. In cloud kitchens, poor quality assessment can lead to significant negative consequences, including a loss of trust, reduced repeat business, and negative word-of-mouth. Quality food assessment is not only a matter of operational efficiency but also a strategic tool that can influence business sustainability and customer loyalty (Pookulangara et al., 2022).

Customer trust remains one of the components that constitute business success both in the international and local levels concerning cloud kitchens (Krishnamoorthy et al., 2023). Globally, customer trust remains the bedrock on which sustainable relationships between business and the consumer are built (Bhatia, 2020). It is a major



determinant of the levels at which customers will apply to have repeat purchases, engage in positive word-of-mouth, and create loyalty (Ferguson et al., 2006). The development of customer trust helps businesses from cultural barriers into international markets through making customers engage more often and become loyal (Rane et al., 2023). It is usually developed in businesses that show consistency in the quality provided, transparency, and reliability, especially among service-based industries like cloud kitchens (Kong et al., 2020). Moreover, customer trust plays an important role in decision-making and choice, thus customers make a considerable choice to dine in a restaurant if food safety and quality are observed (Pookulangara et al., 2022).

In the Philippines, consumers tend to be cautious about where they purchase their food, especially in the growing cloud kitchen industry. Trust is built through consistent quality, food safety, and responsiveness to customer feedback. The strong community ties, and customer trust in local businesses is often reinforced by recommendations from family and friends that establishes a strong local reputation for cloud kitchens to succeed in this market (Rout et al., 2021). In Mindanao, many customers rely heavily on word-of-mouth and local reputation when choosing cloud kitchens. Trust magnified smaller communities to emphasize relationships and personal connections. Cloud kitchens that can build a reputation for quality and reliability stand to gain a loyal customer base in these regional areas (Krishnamoorthy et al., 2023). Since the availability of food options may be more limited compared to major urban centers, trust in a business becomes a key factor for repeated orders and long-term customer retention. In Ozamiz City, trust operates on a very personal level.



The residents of Ozamiz City value businesses that maintain strong local ties and operate with transparency and accountability.

Quality food assessment is something that plays a very important role in the case of cloud kitchens and impacts customer trust directly. The evaluation of different aspects of food-fire, safety, taste, and hygiene-all relates to its quality that needs consideration while trying to meet customer expectations. Since customers do not have any physical interaction with the establishment of a cloud kitchen business, the perception of the quality of food becomes even more important. A good assessment system ensures that the food delivered is up to the standard that reinforces consumer trust (Pookulangara et al., 2022).

Studies have shown that when food quality is maintained, it can influence customer satisfaction and loyalty. The service quality attributes, such as reliability and responsiveness, are critical in determining customer trust, especially when expectations are consistently met (Gopi & Samat, 2020). Timely delivery and accurate order fulfillment are the key components of quality assessments that are directly linked to consumer confidence in food services that foster long-term trust (Marri, 2023). When customers perceive that the food quality meets or exceeds their expectations, their trust in the business increases, which impacts on their likelihood for repeat business and loyalty.

There is a clear gap in the existing research when it comes to understanding the link between consumer trust and food quality evaluation in cloud kitchens using quantitative methods. While many studies have explored this relationship in traditional dine-in restaurants, they often overlook the unique nature of cloud kitchens, which operate entirely through online platforms and delivery systems (Reinaldilas et



al., 2023). This makes the process of building consumer trust different and more complex. Despite the known importance of food and service quality in gaining customer satisfaction, only a few studies have examined how these factors directly affect customer trust in cloud kitchens (Sari & Arianto, 2022). Most existing studies are qualitative, which limits the ability to draw general conclusions or make measurable comparisons (Marri, 2023). Thus, there is a strong need for quantitative research to better understand how food quality affects consumer trust in cloud-based food services. This study was conducted to address that need and provide clearer, data-driven insights that can guide the development of more effective strategies in the cloud kitchen industry.

SIGNIFICANCE OF THE STUDY

This study contributed mainly because it addresses the growing need for cloud kitchen operators to handle difficulties related to food safety, quality, and legitimacy. These issues have arisen because of the elevated customer expectations in a digital setting and the lack of physical interaction. The study provides important insights into how cloud kitchens can overcome doubt and create lasting relationships with customers by concentrating on food quality assessment and its effect on customer trust. It illustrates how crucial consistency, cleanliness, and dependability are to winning over customers and underscores the industry's move toward virtual operations. Additionally, the study offers empirical data that can help cloud kitchen businesses develop strategies that improve customer satisfaction and loyalty, fostering their expansion and long-term viability in a rapidly expanding and changing market.



Theoretical Framework

For the theoretical framework of this study, one of the most suitable approaches is the Theory of Consumption Value (TCV). This theory offers a comprehensive perspective on how consumers evaluate trust and food quality in cloud kitchens. TCV posits that consumers derive value from a product or service through a mix of utilitarian, hedonic, and perceived risk factors, which are particularly significant in the cloud kitchen business model where there is no direct customer-restaurant interaction (Pookulangara et al., 2022).

In this context, utilitarian value pertains to the practicality of the service, such as variety of food options and pricing, while hedonic value is linked to the sensory enjoyment of the food itself. Both values, along with the perceived risks including concerns over food safety, hygiene, and service reliability are key influences of customer trust. This framework helps to explain how food quality assessments directly affect customer trust by shaping their perception of these value factors (Javed et al., 2021).

Another relevant theoretical perspective is Game Theory, which is particularly useful in modeling the strategic decision-making processes of both cloud kitchen operators and customers. In this framework, trust becomes an outcome of consistent and effective food quality assessments. Game theory-based models help to design mechanisms that promote ongoing monitoring and feedback, ensuring that food quality standards are met, thereby fostering greater customer trust (Bhatia & Manocha, 2022).



Conceptual Framework

Quality food assessment is a critical factor in the success of cloud kitchens, particularly given the lack of a physical dining environment where customers can personally verify food standards (Cai et al., 2022). The assessment process includes evaluating factors like food safety, hygiene, taste consistency, and packaging quality to ensure that consumers receive a satisfying and trustworthy dining experience (Kamboj et al. 2020). Food quality assessment directly impacts customer satisfaction and loyalty, underscoring its importance in a highly competitive food service industry (Park & Bae, 2020).

The rapid increase in online food delivery has made it essential for cloud kitchens to implement robust quality assessment frameworks to differentiate themselves and foster repeat business among customers (Reinaldilas et al., 2023). Advanced digital tools, such as IoT-based systems are integrated into cloud kitchen operations to support real-time quality monitoring. In this vein, it helps in making their services reliable while building customer trust (Marri, 2023).

Food safety remains a critical component in building customer trust within the cloud kitchen model as customers lack the opportunity to inspect food preparation environments directly (Abd Razak et al., 2022). Trust is highly dependent on perceived food safety practices, which include hygiene standards, packaging integrity, and safe delivery (Sapp et al., 2003). Studies have shown that food safety perceptions strongly influence customer trust in cloud kitchens, particularly in the absence of a traditional restaurant setting (Pookulangara et al., 2022).

Technological advancements, such as the use of IoT for monitoring hygiene practices and tracking food conditions during delivery have enhanced the ability of

cloud kitchens to maintain food safety thereby reducing customer concerns and building trust (Sarbhay & Khare, 2023). Cloud kitchens that prioritize rigorous food safety measures are better equipped to handle consumer expectations around transparency and accountability that lead customer satisfaction and brand loyalty (Ijsrem Journal, 2023).

Packaging and presentation play an essential role in the cloud kitchen model, where the food's visual appeal and integrity upon delivery significantly impact customer satisfaction (Yung & Xu., 2023). With no in-person dining experience, the quality of packaging has become a vital component in ensuring food safety, maintaining temperature, and preventing spillage. This collectively contribute to the overall customer experience (Goswami & Bindu, 2019) Effective packaging not only enhances customer satisfaction but also reinforces brand image and trust (Ahmed et al., 2014).

The protective and visually appealing packaging has been shown to positively influence customers' perceptions of a brand's professionalism and commitment to quality (Wang & Zhu, 2020). Furthermore, innovative packaging designs that prioritize eco-friendliness and functionality align with consumer preferences, promoting loyalty and customer retention in the competitive cloud kitchen market (Khan et al., 2022). Incorporating customer feedback in packaging design has proven beneficial, as it addresses customer concerns related to durability and usability, ultimately enhancing satisfaction and likelihood of repeat purchases (Esfahanian & Lee, 2022).

Customer trust is an essential element for the success of cloud kitchens, especially due to the lack of direct customer engagement (Krishnamoorthy et al.,



2023). In cloud kitchens, trust is largely influenced by the perception of food quality, delivery reliability, and transparency in operations (Gomathi Sankar et al., 2025). Consumer trust positively correlates with clear communication and transparency about food preparation and safety standards (Kang et al., 2013).

Customers' perception of food safety plays a big role in how much they trust cloud kitchens. When strict food safety practices are followed, customers tend to feel more positive about ordering from these kitchens (Pookulangara et al., 2022). Another important factor that helps build trust is the quality of service. Making sure that orders are correct and delivered on time helps customers stay loyal, which also strengthens their trust in the cloud kitchen model (Reinaldilas et al., 2023). In addition, using technology that allows customers to track their food such as monitoring and tracking systems also helps build trust. These tools reduce the risks people may feel about food safety, which makes them more confident about ordering from cloud kitchens (Rout et al., 2021).

Customer satisfaction is a pivotal determinant in the success of cloud kitchens, directly influencing customer loyalty and repeat business (Krishnamoorthy et al., 2023). Factors such as service quality, order accuracy, and timely delivery are significant drivers of satisfaction in this model, where the dining experience is entirely virtual (Priyadharshini et al., 2024). Effective service quality management, including reliability and responsiveness in fulfilling orders, strongly impacts satisfaction levels among cloud kitchen users (Al-Tit & Ahmad, 2015).

Customer satisfaction plays an important role in connecting service quality to customer loyalty. This means that when cloud kitchens consistently provide high-quality service, customers are more likely to feel satisfied and stay loyal over time



(Reinaldilas et al., 2023). Improving how users experience mobile food delivery apps also helps increase satisfaction. The features like easy-to-understand order tracking and personalized suggestions can make users feel more comfortable and valued, leading to a more positive view of the service (Marri, 2023). Since the COVID-19 pandemic, more people have started relying on cloud kitchens. Customers now place greater importance on convenience and the quality of food and service. These factors directly affect how satisfied they feel and whether they will order again in the future (Sarbhahi & Khare, 2023).

Word-of-mouth (WOM) marketing, both traditional and electronic (e-WOM), play a critical role in driving repeat business for cloud kitchens (Liu et al., 2022). With customers primarily experiencing these businesses through delivery, WOM becomes a powerful tool for building credibility and trust among potential new customers (Jan et al., 2021). Positive e-WOM, especially through social media, significantly boosts brand awareness and purchase intention, making it a key strategy for cloud kitchens aiming to enhance visibility and customer loyalty (Sanny et al., 2022). Similarly, the culinary industry supports not only customer retention but also attracts new clientele, facilitating a cycle of continuous business growth (Soegoto & Amelia, 2021). The positive WOM interactions can enhance brand reputation, particularly in cloud kitchens that prioritize consistent food quality and reliable delivery, which are essential for encouraging repeat orders (Khan et al., 2022).



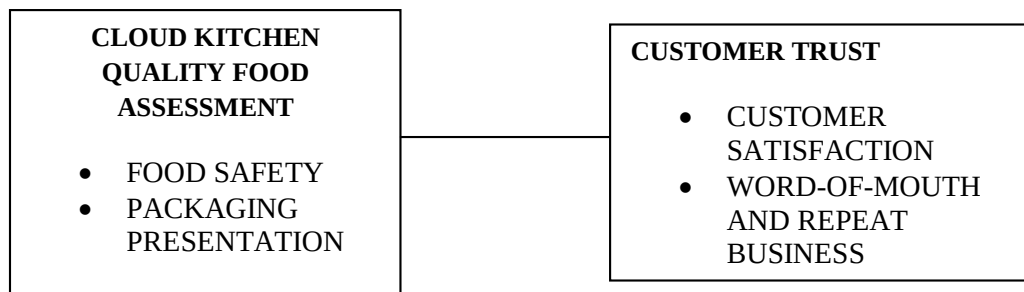


Figure 1 Schematic Diagram of the Study

Objectives of the Study

This study explored the significant relationship between cloud kitchen quality food assessment and customer trust. Specifically, this study sought to address the following specific objectives:

1. Determine the level of cloud kitchen food quality as perceived by selected students and teachers.
2. Assess the level of customer trust in the cloud kitchen business.
3. Explore the significant relationship between cloud kitchen quality food assessment and customer trust.

Null Hypothesis

HO1: There is no significant relationship between cloud kitchen quality food assessment and customer trust.

RESEARCH METHODOLOGY

Design

This study employed a quantitative approach using a descriptive correlational research design. This design was used to describe and explain the current state of a situation, event, or phenomenon. It does not seek to change or manipulate any variables. Instead, it aims to provide a clear picture of what is happening based on data collected through surveys and observations. It tries to answer on the “what,” “how,” and “why” behind certain behaviors, perceptions, or trends occur. From its very nature, this design is meant to gather detailed information and describe patterns or relationships between different factors, without testing a cause-and-effect relationship. This design was appropriate for the study, as it sought to explore the significant relationship between cloud kitchens’ quality food assessment and customer trust.

Setting

This study took place in one of the higher education institutions in Ozamiz City various higher education institutions in the area. With the rise of online food delivery services, cloud kitchens have become increasingly popular among both students and professionals due to their convenience, affordability, and accessibility. These kitchens operate without physical dine-in spaces, relying solely on delivery platforms and social media to serve customers. In Ozamiz City, many faculty members and students have started to depend on cloud kitchens for their meals, especially during busy academic days or when traditional dining options are limited. The study setting reflects a modern urban lifestyle where technology plays a key role in food consumption habits. It aims to assess how this specific group evaluates the quality of food offered by cloud kitchens—considering factors such as taste, hygiene, food



packaging, freshness, and presentation—and how these perceptions shape their trust in the service.

Respondents

There were 370 respondents of the study that comprised of the 185 faculty and 185 college students. The respondents were chosen based on the following criteria: must frequently place online food orders or utilize social media, especially Facebook, to access food services. This criterion is predicated on the fact that 84.25% of Filipinos actively use Facebook, a tendency that has been increased by the pandemic and is a major tool for online food ordering (Statcounter, 2024). Targeting people who regularly place online meal orders, the study intends to investigate their experiences with cloud kitchens and how their perceptions of food quality affect their trust in these services.

Instruments

The following instruments were used in the gathering the data from the respondents.

- A. *Cloud Kitchen Quality Food Assessment Questionnaire*. This is a four point-Likert scale questionnaire that was adapted from Food Quality and Safety Scale by Lee et al. (2016) and Customer Trust Scale by Morgan & Hunt (1994). It has 3 constructs namely: Food safety, packaging and presentation. It consists of 20 statements (Appendix A).

In determining the level of cloud kitchen quality food assessment, the following scale was used:



Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

B. *Customer Trust Questionnaire*. The is a (4) four-point likert scale questionnaire was adapted from Boyatzis, (2008). It has 3 constructs namely: Customer trust, word-of-mouth and repeat business. It consists of 20 statements (Appendix B). In determining the level of cloud kitchen quality food assessment, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VG)
3-Agree (A)	2.50-3.24	High (G)
2-Disagree (D)	1.75-2.49	Poor (P)
1-Strongly Disagree (SD)	1.0-1.74	Very Poor (VP)



Data Gathering Procedure

Before starting the actual study, the researchers first asked for formal approval from the Dean of the College of Business and Management, with the process guided and supported by their thesis adviser. Once permission was granted, the researchers began distributing the research questionnaires to the selected respondents. Only those who were available at the time and willing to participate were included in the study. This approach helped ensure broader participation and allowed the researchers to gather data from many respondents. After all the data were collected, the data was carefully analyzed to understand the connection between how people assess the quality of food from cloud kitchens and how much they trust these services. The analysis not only aimed to confirm the results of the study but also to provide useful suggestions for improving food quality and strengthening customer trust in online food delivery systems. This step-by-step process ensures that the research was reliable, accurate, and ethically sound, as it followed proper procedures and respects the authority of academic institutions.



Ethical Considerations

This research strictly followed ethical principles such as informed consent, privacy, confidentiality, and the right to withdraw, in line with the guidelines provided by Bryman and Bell (2011). These principles were observed to ensure the protection, dignity, and well-being of all the respondents throughout the research process. Before any data collection began, informed consent was obtained from all respondents. They were fully informed about the purpose, scope, and procedures of the study, including their voluntary participation and their right to withdraw at any time without any consequence. The respondents were also clearly briefed on how their personal information would be used and protected.

All data collected were treated with strict confidentiality and handled in compliance with the **Data Privacy Act of 2012 (Republic Act No. 10173)** of the Philippines. The information gathered was used solely for the academic purposes stated in the study and was not shared beyond the research team. To ensure data security, all records were safely stored, and access was limited to authorized personnel only. The researchers maintained transparency and accountability at every stage of the study to uphold ethical integrity and protect the trust of the respondents. This ensured that the research was conducted responsibly and with a high standard of ethical conduct.

Data Analysis

The following statistical tools were used in analyzing the data:

- **Mean and Standard Deviation** were used to determine the level of cloud kitchen food quality and customer trust.



- **Pearson Product and Moment Correlation** was used to explore significant relationship between cloud kitchen quality food assessment and customer trust.



RESULTS AND DISCUSSION

Level of Cloud Kitchen Food Quality

Table 1 presents the respondents' assessment of food quality in cloud kitchens. The overall food quality is high ($M = 3.175$; $SD = 0.6080$). The findings indicate that respondents generally have a positive view of the overall food quality from cloud kitchens. This high rating reflects broad satisfaction with the food, suggesting that respondents are not only concerned with food safety and packaging but also feel that the meals meet their expectations in terms of taste, freshness, and other quality factors. The consistency in responses further reinforces this positive perception, as most respondents expressed similar views regarding the overall quality of food they receive from cloud kitchens.

Among the different indicators measured, food safety received the highest mean score still with a high rating ($M = 3.237$, $SD = 0.6172$). The finding revealed that customers place a high value on the safety and hygienic standards of the food they receive from cloud kitchens, as evidenced by the fact that food safety was the factor with the highest rating. Cloud kitchens ensure hygienic surroundings, packaged properly, and kept to high levels of hygiene, as seen by the high rating for safety. In this vein, customers are putting their trust in cloud kitchens to guarantee that the food is both safe to eat and of great quality.

Presentation and Packaging come in second ($M = 3.114$, $SD = .6443$). These findings indicate that respondents place a high value on food safety and presentation and packaging. The cloud kitchen demonstrates customers' considerable appreciation for how food gets covered and presented upon delivery. Food was kept secure, fresh, and undamaged in well-designed packaging, and the eating experience is improved by

visually pleasing presentation. Consumers value packaging that keeps food fresh and gives it a professional touch, which elevates the food and makes it feel special. In the cloud kitchen, food that is thoughtfully presented and carefully secured leaves a lasting impression and builds trust.

The findings corroborate with previous studies asserting that the views of customers for online cloud kitchens are influenced by a few elements, such as the service's ease of use, food quality, delivery, packaging, and cost (Kaavya & Andal, 2023). Customer's perception has a positive effect on buying intention, particularly among young people, and strongly influences attitudes and purchase behavior about cloud kitchens in India (Mathur et al., 2023). Food safety is guaranteed by packaging that avoids contamination, which also plays a significant role in bringing in and keeping consumers by influencing both their immediate purchase intentions and long-term brand trust (Yeo et al., 2020).

Meanwhile, packaging is an essential part of a product and has an important impact on the overall success of a business (Setiawardani et al., 2021). Customers form their views about quality, professionalism, and attention to detail based on this initial impression. Packaging guarantees that food is delivered in the best possible condition, aesthetically pleasing, and in accordance with customer expectations.

Thus, it can be inferred that customers express high levels of satisfaction with the food delivered by cloud kitchens, particularly praising its freshness, taste, and hygiene. The positive assessments reflect that cloud kitchens are successfully meeting or even exceeding customer expectations in these key areas. They effectively fulfill their role in providing high-quality meals. In this vein, cloud kitchens may continue

to focus on maintaining these high standards to sustain customer trust and satisfaction, while also considering any areas for further improvement based on customer feedback.

Table 1 Level of Cloud Kitchen Food Quality

Constructs	M	SD	Interpretation
Food Safety	3.237	.6172	High
Packaging and Presentation	3.114	.6443	High
Overall	3.175	.6080	High

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

Level of Customer Trust in the Cloud Kitchen Business

Table 2 shows the level of customer trust in the cloud kitchen business (M= 3.138) and Word of Mouth and Repeat Purchase (M = 3.105) are interpreted as "High". The findings indicate that respondents are generally very satisfied with the cloud kitchen service and are likely to share their positive experiences with others. The high ratings show that customers are satisfied, and many are willing to promote the service to friends and family. The responses' consistency serves to further support this positive perception, as the majority of similar opinions were expressed by respondents about the level of customer trust in the cloud kitchen industry, as well as word-of-mouth and repeat business.

Among the several indicators assessed, the Word-of-mouth and repeat purchases received the highest average score (M = 3.105, SD = .7003). This results to high levels of satisfaction among customers, loyalty, and an immense opportunity for beneficial word-of-mouth advertising. The majority of your consumers are fulfilled and will probably come again, recommend the business to others, and assist in its promotion. Positive recommendations foster trust and attract new customers, whereas

repeat purchases reflect consumer satisfaction and loyalty, assuring ongoing revenue and long-term success.

Customer satisfaction obtained the second-highest rating with ($M = 3.138$, $SD = .6453$). These results indicate that respondents place a high value on customer satisfaction. This will result to improved loyalty from customers, a stronger reputation for the brand, increased revenue, and long-term business success. High levels of satisfaction with the Cloud Kitchen business's services have been indicated by the majority of respondents. Customer satisfaction is necessary for a business's overall success as it not only builds customer loyalty but also improves the brand's credibility, promotes repeat business, and helps sustain growth through satisfied customers and helpful referrals.

This study indicates that cloud kitchens must pay close attention to customer feedback and use it to enhance the quality of their services (Krishnamoorthy et al., 2023) Enhancing the quality of services will result in greater positive feedback from customers and raise the possibility that they will refer the business to others (Singh et al., 2023). Long-term loyalty is fostered by customer repeated purchases, and their referrals to others can greatly increase the number of customers and support consistent business growth (Rane et al., 2023).

The results support previous study that the level of service quality offered by cloud kitchen business is important to raising customer satisfaction and guaranteeing the long-term success of the business (Ayaz and Sünbül, 2019). Improving elements like food quality, delivery time, and customer service and enhancing these elements could increase customer loyalty even further and provide the company with a competitive advantage in a market (Rane et al., 2023). The degree to which goods and



services meet up to the demands of customers is measured by customer satisfaction and customers that are satisfied are more likely to return (Hidayat et al., 2020).

Maintaining business growth and establishing long-term connections depend on customer trust. It is developed by providing trusted goods and services and by engaging in consistent, accessible, and moral business operations. Cloud kitchens can grow trust and create lasting customer loyalty by prioritizing high food safety protocols, transparent communication, and consistent quality. Trust is necessary for favorable word-of-mouth and repeat business, both of which are vital in the competitive food delivery industry. In the end, upholding strict food safety regulations is essential to gaining and keeping customers' trust in the cloud kitchen business.

Table 2 Level of Customer Trust in the Cloud Kitchen Business

Constructs	M	SD	Interpretation
Customer Satisfaction	3.138	.6453	High
Word-of-Mouth and Repeat Business	3.105	.7003	High
Customer Trust	3.122	.6594	High

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

Significant Relationship between Cloud Kitchen Quality Food Assessment and Customer Trust

Table 3 shows the relationship between Cloud Kitchen Quality Food Assessment and Customer Trust. The result shows a very significant remark (p-value = 0.000, r-value = 0.090). It indicated that when cloud kitchen demonstrates an efficient quality of their food, it could affect the trust of customer.

The results showed significant differences, relationships, or correlations that led to the rejection of the null hypothesis. These findings suggest that the assessments of food quality and customer trust in the cloud kitchen business are not independent of one another. The small connection, however, suggests that trust may not be primarily influenced by food quality alone. The weak correlation suggests that food quality alone is not enough to build strong trust, as well as long-term loyalty would be more successful with a comprehensive approach to the customer experience. It implies that there are significant connections between a number of variables and customer trust in the quality of the food prepared in the cloud kitchen.

In the competitive food service industry, this loyalty and trust are essential for sustained success (Etuk et al., 2022; Usani and Eko, 2021; Etuk et al., 2021; Sampson et al., 2022; Usani et al., 2021). The online cloud kitchens must improve service quality, pay listen to consumer feedback to gain customer trust (Ali et al., 2021). By resolving customer issues and improving the experience, cloud kitchen business can guarantee more customer pleasure and foster greater loyalty (Krishnamoorthy et al., 2023)

Thus, it can be inferred that the high-quality food improves customers overall satisfaction, which in turn builds greater trust in the product or service. Customer trust and food quality assessment are linked since customers put their trust in a food service on their perception of the quality of the food they were served.



Table 3 Significant Relationship between Cloud Kitchen Quality Food Assessment and Customer Trust

Customer Trust	r-value	p-value	Interpretation
Cloud Kitchen Quality Food Assessment	.090**	0.000	Weak 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), Weak Negative Correlation (-0.01 to -0.10), 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)



SUMMARY

The assessment of the quality of the food prepared in the cloud kitchen by the chosen teachers and students from a university shows largely positive opinions. The primary factors of food quality—Food Safety, Packaging and Presentation, and Overall Cloud Kitchen Quality—received "High" ratings based on the responses of 370 participants. This shows that the performance of the cloud kitchen is highly satisfactory, especially with regard to food safety, packaging, and general quality. The cloud kitchen's dedication to upholding high standards that meet and even surpass consumer expectations is demonstrated by the several responses who especially appreciated the food's quality, freshness, and overall excellence.

CONCLUSION

Based on the generated findings, the following conclusions were drawn:

1. Cloud kitchen prioritized food safety for its customer.
2. Customer trust in the cloud kitchen is fairly high, as it gives them satisfaction with the services and offers received.
3. The presence of quality food and packages offered by the cloud kitchen contributes mainly to the trust of customers for the products availed.



RECOMMENDATIONS

Cloud kitchens should focus on three key areas to enhance customer trust and improve operations: food quality, delivery security, and customer service. The relationship of the business and customer could strengthen through the implementation of continuous customer support, staff training for fast problem resolution, and proactive customer engagement. On the other hand, cloud kitchen business owners may invest in reliable deliveries, real-time tracking, and quality packaging. Furthermore, maintaining food standards through consumer feedback and transparent quality control can boost trust and satisfaction. Cloud kitchens may increase customer loyalty, set themselves apart from rivals, and secure long-term success by giving priority to these areas.

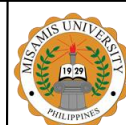
The impact of technology on consumer trust, cross-cultural variations in trust-building, and the long-term consequences of trust on loyalty and repeat business should all be the subject of future study. Cloud kitchens are advised to enhance reaction times, collaborate with reliable delivery providers, standardize food quality, guarantee price and source transparency, and make active use of consumer feedback. Additional research is required to evaluate the long-term effects of these measures and the role of technology in customer relationship management, even if they can increase customer satisfaction and trust.



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Appendix A Survey Questionnaire



Appendix A Research Questionnaire

MISAMIS UNIVERSITY – OZAMIZ CITY
Bachelor of Science in Hospitality Management

Dear Respondents,

We are currently conducting research entitled **“Cloud Kitchens Quality Food Assessment and Customer Trust”**. This is a requirement for the program of the Bachelor of Science in Hospitality Management in Misamis University. With this, we would like to ask cooperation to gather data and information from you by answering the survey questionnaire below.

In accordance with RA 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,

Mary Angelika G. Sanchez
Lead Researcher



Cloud Kitchen Quality Food Assessment Questionnaire

The questionnaire was adapted and modified from Lee et al. (2016), incorporating the Food Quality and Safety Scale.

Directions: 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

INDICATORS	RESPONSES			
	4	3	2	1
A. Food Safety				
1. The food is always delivered in proper sanitary conditions.				
2. The ingredients used are clearly listed and are safe for consumption.				
3. The kitchen follows appropriate hygiene and safety protocols.				
4. The food is packaged in a way that prevents contamination.				
5. The kitchen staff practices good hygiene.				
6. The food arrives at the correct temperature for safety and quality.				
7. The food handling process ensures no cross-contamination.				
8. The food is fresh and of high quality upon arrival.				
9. I am confident in the kitchen's ability to meet safety standards.				
10. The delivery service maintains high standards of hygiene and safety.				
B. Packaging and Presentation				
1. The packaging protects the food from external damage.				
2. The packaging is appropriate for the type of food delivered.				
3. The packaging is easy to handle and use.				

4. The packaging design reflects the professionalism of the business.				
5. The food presentation matches the online menu images.				
6. The packaging ensures the food remains warm/cold as needed.				
7. The food is presented in an appetizing way upon delivery.				
8. The packaging materials are environmentally friendly.				
9. The food is securely packaged to avoid spills or leaks.				
10. The food packaging includes clear instructions on how to handle it.				

Appendix B

Customer Trust Questionnaire

The questionnaire was adapted and modified from Morgan & Hunt (1994), which includes the Customer Trust Scale.

Directions: 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

INDICATORS	RESPONSES			
	4	3	2	1
A. Customer Satisfaction				
1. I am satisfied with the overall quality of food delivered.				
2. The food met my expectations in terms of taste and freshness.				
3. The service is consistent in maintaining high standards.				
4. I am happy with the speed and accuracy of the delivery.				
5. The food quality is worth the price paid.				
6. I would recommend this service to friends and family.				
7. I trust the brand to deliver high-quality food every time.				
8. I feel confident in the safety and hygiene of the food delivered.				
9. My concerns or complaints are always addressed in a timely manner.				
10. I plan to order again from this cloud kitchen in the future.				
B. Word-of-Mouth and Repeat Business				
1. I have recommended this cloud kitchen to my friends or family.				
2. I trust this cloud kitchen enough to regularly order from them.				

3. I would continue ordering even if the price increased slightly.				
4. I actively share positive reviews about this cloud kitchen.				
5. I would choose this cloud kitchen over others for special occasions.				
6. I trust the cloud kitchen to consistently meet my expectations.				
7. I feel confident recommending this cloud kitchen to others.				
8. I trust this kitchen to deliver on time for important events.				
9. I would remain loyal to this cloud kitchen even with increased competition.				
10. My positive experiences with this cloud kitchen encourage me to order again.				

Appendix B Sample Filled Out Questionnaire

Cloud Kitchen Quality Food Assessment Questionnaire

The questionnaire was adapted and modified from Lee et al. (2016), incorporating the Food Quality and Safety Scale.

Directions: 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

INDICATORS	RESPONSES			
	4	3	2	1
A. Food Safety				
1. The food is always delivered in proper sanitary conditions.		✓		
2. The ingredients used are clearly listed and are safe for consumption.	✓			
3. The kitchen follows appropriate hygiene and safety protocols.		✓		
4. The food is packaged in a way that prevents contamination.		✓		
5. The kitchen staff practices good hygiene.		✓		
6. The food arrives at the correct temperature for safety and quality.		✓		
7. The food handling process ensures no cross-contamination.	✓			
8. The food is fresh and of high quality upon arrival.		✓		
9. I am confident in the kitchen's ability to meet safety standards.	✓			

10. The delivery service maintains high standards of hygiene and safety.		✓		
B. Packaging and Presentation				
1. The packaging protects the food from external damage.	✓			
2. The packaging is appropriate for the type of food delivered.	✓			
3. The packaging is easy to handle and use.		✓		
4. The packaging design reflects the professionalism of the business.		✓		
5. The food presentation matches the online menu images.	✓			
6. The packaging ensures the food remains warm/cold as needed.		✓		
7. The food is presented in an appetizing way upon delivery.		✓		
8. The packaging materials are environmentally friendly.		✓		
9. The food is securely packaged to avoid spills or leaks.		✓		
10. The food packaging includes clear instructions on how to handle it.		✓		

Appendix B

Customer Trust Questionnaire

The questionnaire was adapted and modified from Morgan & Hunt (1994), which includes the Customer Trust Scale.

Directions: 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

INDICATORS	RESPONSES			
	4	3	2	1
A. Customer Satisfaction				
1. I am satisfied with the overall quality of food delivered.		✓		
2. The food met my expectations in terms of taste and freshness.	✓			
3. The service is consistent in maintaining high standards.		✓		
4. I am happy with the speed and accuracy of the delivery.		✓		
5. The food quality is worth the price paid.		✓		
6. I would recommend this service to friends and family.	✓			
7. I trust the brand to deliver high-quality food every time.		✓		
8. I feel confident in the safety and hygiene of the food delivered.		✓		
9. My concerns or complaints are always addressed in a timely manner.	✓			

10. I plan to order again from this cloud kitchen in the future.		✓		
B. Word-of-Mouth and Repeat Business				
1. I have recommended this cloud kitchen to my friends or family.	✓			
2. I trust this cloud kitchen enough to regularly order from them.		✓		
3. I would continue ordering even if the price increased slightly.		✓		
4. I actively share positive reviews about this cloud kitchen.	✓			
5. I would choose this cloud kitchen over others for special occasions.		✓		
6. I trust the cloud kitchen to consistently meet my expectations.		✓		
7. I feel confident recommending this cloud kitchen to others.		✓		
8. I trust this kitchen to deliver on time for important events.		✓		
9. I would remain loyal to this cloud kitchen even with increased competition.		✓		
10. My positive experiences with this cloud kitchen encourage me to order again.	✓			

Appendix C Sampling Computations

Department	No. of Personnel
Accounting	12
Admin	6
Auditor	6
Alumni	1
Bookstore	4
Clinic	4
DSA	3
GUIDANCE	10
HRD	4
LIBRARY	10
MARKETING	2
MIS	11
MUCEP	6
RMO	4
REGISTRAR	12
RESEARCH	3
VPAA	10
AGRICULTURE	STAFF – 1, TECHNICIAN : 3, FACULTY :10
ARTS & SCIENCES	STAFF – 1 LAB.ASST/TECHNICIAN -6 FACULTY : 46
BUSINESS	STAFF – 1, LAB. ASST. -1 ; FACULTY – 17
CRIMINOLOGY	FACULTY – 10
CCS	STAFF – 2, TECHNICIAN – 2 , LAB. ASST. – 2 FACULTY -7
DENTISTRY	STAFF – 1; TECHNICIAN – 1, FACULTY – 10
EDUCATION	STAFF – 1, FACULTY 6
ENGINEERING	STAFF 1, TECHNICIAN – 4, FACULTY -14
BASIC EDUCATION	STAFF – 4 , LAB. ASST. – 1 FACULTY – 50
LAW	STAFF – 2 FACULTY – 25
MARITIME	STAFF- 3 FACULTY – 25
MED.TECH	STAFF 1, LAB-ASST. – 2, FACULTY – 9
NURSING	STAFF 2, LAB. ASST. 1, FACULTY - 38

BSME	57
BSCE	354
BSEE	92
EDD	38
MAN	54
MBA	46
MPA	37
MA	44
MN	60
DM	23
MSCJ	100
JD	264
PhDN	25
KINDER	46
ELEM-R	196
NURSERY	10
GRADE-D	1,378
MEDTECH	360
BSMT	904
BSMARE	388
SMAWNCI	25
BSN	1,088
BSRT	149
BSCRIM	598
BSED	139
BEED	47
BSA	84
BSOA	35
BSBA	385
BSHM	373
BSMA	69
BSPSYCH	136
BSBIO	16
BSMATH	1
BSSW	229
BAEL	14
BAPS	41
BSCS	27
BSIT	262
BLIS	7
BAT	3
BSABE	24
BSAG	65
DMD	251
SHS-11	471
SHS-12	578
TOTAL	9593

Appendix D

Requests Letter to Adapt the Instrument



Mary Angelika Sanchez <as083101@gmail.com>

Request for Permission to Adapt and Modify Your Research Questionnaire

3 messages

Mary Angelika Sanchez <as083101@gmail.com>

Tue, Nov 12, 2024 at 8:49 PM

To: <rmorgan@ua.edu>

Letter-to-modify-and-adapt-researchquestionnaire.pdf

Rob Morgan <rmorgan@ua.edu>

Tue, Nov 12, 2024 at 9:37 PM

To: Mary Angelika Sanchez <as083101@gmail.com>

Hi Mary Angelika, that sounds fine with me. I'm attaching here a document that includes all of the original items.

Rob

From: Mary Angelika Sanchez <as083101@gmail.com>

Date: Tuesday, November 12, 2024 at 6:55 AM

To: Rob Morgan <rmorgan@ua.edu>

Subject: [EXTERNAL] Request for Permission to Adapt and Modify Your Research Questionnaire

You don't often get email from as083101@gmail.com. [Learn why this is important](#)

Morgan and Hunt 1994 JM FINAL MEASUREMENT ITEMS.docx

Mary Angelika Sanchez <as083101@gmail.com>

Tue, Nov 12, 2024 at 9:38 PM

To: Rob Morgan <rmorgan@ua.edu>

Thank you so much, sir!
[Quoted text hidden]



Appendix E Informed Consent Form

 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 16, 2024

Dr. Virgilio H. Onganiza
Human Resource Director
H.T. Feliciano St, Ozamiz City, 7200 Misamis Occidental

Dear Human Resource Director,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Cloud Kitchens Quality Food Assessment and Customer Trust"**.

For this, the study has its purpose to determine the level of cloud kitchen quality food assessment, to assess the level of customer trust in the cloud kitchen business, to explore the significant relationship between cloud kitchen quality food assessment and customer trust.

With this, we humbly requesting to have a furnish copy of the total number of employees at Misamis University for it will be serve as a population. After collecting the data, random sampling methods will be used to obtain a representative.

Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: 09096712207 and email address as083101@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


Mary Angenka G. Sanchez


Glynnis U. Laquibla


Shane Grace A. Pacalioga
BSHM Student Researchers

Noted by:


ARNIEL JR. ELMEDULAN, MBA
Research Instructor


JOSEPH GLENN LAPUT
Research Adviser

Approved by:


DR. EFREN J. BARILLIO, CPA, DM
Dean, College of Business and Management

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



Appendix F

Approved Letter of Intent



Appendix A Research Questionnaire

MISAMIS UNIVERSITY – OZAMIZ CITY
Bachelor of Science in Hospitality Management

Dear Respondents,

We are currently conducting research entitled **“Cloud Kitchens Quality Food Assessment and Customer Trust”**. This is a requirement for the program of the Bachelor of Science in Hospitality Management in Misamis University. With this, we would like to ask cooperation to gather data and information from you by answering the survey questionnaire below.

In accordance with RA 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,

Mary Angelika G. Sanchez
Lead Researcher



Appendix G

Statistical Computations

1. TO DETERMINE THE LEVEL OF CLOUD KITCHEN FOOD QUALITY AS PERCEIVED BY SELECTED STUDENTS AND TEACHERS.

Descriptive Statistics				
	N	Minimum	Maximum	Mean Std. Deviation
Food Safety	370	1.4	4.0	3.237 .6172
Packaging and Presentation	370	1.4	4.0	3.114 .6443
Cloud Kitchen Quality Food Assessment	370	1.5	4.0	3.175 .6080
Valid N (listwise)	370			
FS6			3.07	
FS8			3.14	
FS2			3.20	
FS7			3.25	
FS3			3.25	
FS5			3.27	
FS9			3.27	
FS10			3.27	
FS1			3.31	
FS4			3.34	
Food Safety			3.24	
PP8			2.85	
PP9			2.96	
PP6			2.98	
PP10			2.99	
PP3			3.00	
PP1			3.20	
PP5			3.25	
PP7			3.27	
PP2			3.30	
PP4			3.35	
Packaging and Presentation			3.11	
Cloud Kitchen Quality Food Assessment			3.18	

Constructs	M	SD	Interpretation
Food Safety	3.237	.6172	High
Packaging and Presentation	3.114	.6443	High
Cloud Kitchen Quality Food Assessment	3.175	.6080	High

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

2. TO ASSESS THE LEVEL OF CUSTOMER TRUST IN THE CLOUD KITCHEN BUSINESS.

Descriptive Statistics				
	N	Minimum	Maximum	Mean Std. Deviation
Customer Satisfaction	370	1.3	4.0	3.138 .6453
Word-of-Mouth and Repeat Business	370	1.0	4.0	3.105 .7063
Customer Trust	370	1.2	4.0	3.122 .6584
Valid N (listwise)	370			
CS4			3.08	
CS7			3.08	
CS5			3.09	
CS3			3.11	
CS6			3.11	
CS1			3.12	
CS8			3.12	
CS10			3.21	
CS9			3.22	
CS2			3.25	
Customer Satisfaction			3.14	
WMB3			2.91	
WMB9			2.93	
WMB4			3.08	
WMB6			3.11	
WMB7			3.11	
WMB1			3.13	
WMB8			3.14	
WMB5			3.15	
WMB2			3.21	
WMB10			3.29	
Word-of-Mouth and Repeat Business			3.11	
Customer Trust			3.12	

Constructs	M	SD	Interpretation
Customer Satisfaction	3.138	.6453	High
Word-of-Mouth and Repeat Business	3.105	.7003	High
Customer Trust	3.122	.6594	High

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

3. TO EXPLORE THE SIGNIFICANT RELATIONSHIP BETWEEN CLOUD KITCHEN QUALITY FOOD ASSESSMENT AND CUSTOMER TRUST.

Correlations				
	Cloud Kitchen Quality Food Assessment	Customer Trust		
Spearman's rho				
Cloud Kitchen Quality Food Assessment	1.000	.909 ^{**}		
	Sig. (2-tailed)	.000		
	N	370		
Customer Trust		1.000		
	Sig. (2-tailed)	.000		
	N	370		

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

Customer Trust	r-value	p-value	Interpretation
Cloud Kitchen Quality Food Assessment	.909 ^{**}	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), Weak Negative Correlation (-0.01 to -0.10), 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

Oral Defense



Data Gathering



Appendix I Plagiarism Test Result



Page 1 of 41 - Cover Page

Submission ID trnoid::2844794490352

Sanchez, Mary Angelika G_.docx

Misamis University

Document Details

Submission ID
trnoid::2844794490352

Submission Date
May 6, 2025, 9:43 AM GMT+8

Download Date
May 6, 2025, 10:10 AM GMT+8

File Name
Sanchez, Mary Angelika G_.docx

File Size
84.8 KB

34 Pages
7,754 Words
47,349 Characters



Page 1 of 41 - Cover Page

Submission ID trnoid::2844794490352





Page 2 of 41 - Integrity Overview

Submission ID trrcoid--28447-94490352

20% Overall Similarity

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

Filtered from the Report

• Bibliography

Match Groups

-  **86 Not Cited or Quoted 17%**
Matches with neither in-text citation nor quotation marks
-  **21 Missing Quotations 3%**
Matches that are still very similar to source material
-  **1 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
-  **0 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 8%  Internet sources
- 4%  Publications
- 18%  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 41 - Integrity Overview

Submission ID trrcoid--28447-94490352



Appendix J Grammarly Test Result

Report: BSHM_PaperGroup_M

BSHM_PaperGroup_M

by Misamis University

General metrics

61,485	8,134	619	32 min 32 sec	1 hr 2 min
characters	words	sentences	reading time	speaking time

Score



This text scores better than 96%
of all texts checked by Grammarly

Writing Issues

131	38	93
Issues left	Critical	Advanced

Plagiarism

This text hasn't been checked for plagiarism



Appendix K Curriculum Vitae

GLYNNIS L LAQUIBLA
P-5 Liloan, Bonifacio,
Misamis Occidental
0912-219-0530
glynnislaquibla9@gmail.com



CAREER OBJECTIVE

I seek challenging opportunities where I can acquire valuable knowledge and skill to complement those that I learned from my on the job training.

PERSONAL INFORMATION

Nickname :	Gly	Religion :	Roman Catholic
Birth Date :	June 6 2003	Father :	Roger B. Laquibla
Birth Place :	Ozamiz City	Occupation :	Seaman
Civil Status :	Single	Mother :	Maricel L. Laquibla
Sex :	Female	Occupation :	Housewife
Nationality :	Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2nd Semester 2025 - present
Secondary	Molave Vocational Technical School Technical Vocational Livelihood -HE Molave Zamboanga del Sur.	2018 – 2019

SKILLS AND KNOWLEDGE

- Adaptability: Being adaptable to new situations within the workplace
- Teamwork with my colleagues
- Time management
- Communication skills
- Housekeeping Skills
- Punctuality

SEMINARS/WORKSHOPS/TRAININGS

- | | |
|---|--|
| • NC II Housekeeping | October 2024 |
| • 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 |
| • Internship at Waterfront Cebu City Hotel and Casino | December 20, 2025- April 7, 2025
Cebu City, Philippines |

REFERENCES

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

Shane Grace A. Pacalioga

Purok 2 Barangay Taguima, Tudela
Misamis Occidental
0950-689-5008
shaneGracePacalioga98@gmail.com



CAREER OBJECTIVE

To gain practical experience in event planning and coordination, including managing conferences, weddings, and other events, while ensuring client satisfaction and smooth execution of all details.

PERSONAL INFORMATION

Nickname	: Shane	Religion	: Roman Catholic Neil
Birth Date	: May 01, 2002	Father	: Toledo Pacalioga
Birth Place	: Don Victoriano	Occupation	: Government
Civil Status	: Chiongbian Single	Mother	: Employee Elma
Sex	: Female	Occupation	: Oringot Alcaria
Nationality	: Filipino		: Housewife

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2021 -present
Secondary	Clarín National High School Poblacion 3 Clarín Misamis Occidental	2020 – 2021

SKILLS AND KNOWLEDGE

- ☐ Cooking
- ☐ Resilience
- ☐ Communication
- ☐ skills Punctuality

ACHIEVEMENTS

- ☐ WITH HONORS (2021) Clarín National High School

SEMINARS/WORKSHOPS/TRAININGS

- | | |
|--|---|
| ☐ Housekeeping National Certification II | October 2024 |
| ☐ 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 |
| ☐ Balloon Workshop | April 2023 MU Manor, Ozamiz City, Philippines |
| ☐ Training of Children and Youth | June 2024 Barangay Aguada, Ozamiz City, Philippines |
| CSE FACILITATORS | |

WORK EXPERIENCE

- | | |
|--|---|
| ☐ Hamersons Hotel Cebu City OJT (ON THE JOB TRAINING) | December 2024 - March 2025 Cebu City, Philippines |
|--|---|

REFERENCES

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

MARY ANGELIKA G. SANCHEZ
Digson, Bonifacio, Misamis Occidental
0909-671-2207
maryangelikasanchez@gmail.com



CAREER OBJECTIVE

Aspiring student and business thinker seeking for an OJT to combine strategic insights, academic knowledge, and real-world experience. Dedicated to creating innovative ideas and adding value to initiatives that advance my career and promote organizational success.

PERSONAL INFORMATION

Nickname :	Angel	Religion :	Roman Catholic
Birth Date :	August 31, 2001	Father :	Noel B. Sanchez
Birth Place :	Ozamiz City	Occupation :	Sanitary Inspector
Civil Status :	Single	Mother :	Imelda G. Sanchez
Sex :	Female	Occupation :	N/A
Nationality :	Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2021 - present
Secondary	La Salle University – Integrated School Science, Technology, Engineering and Mathematics Ozamiz City, Misamis Occidental	2019 – 2020

SKILLS AND KNOWLEDGE

- Organizational Skills
- Communication Skills
- Self-motivated
- Baker
- Cake Decorator
- Flower Bouquet Maker
- Cake and Sweet Corner Catering
- Balloon Decor Maker

ACHIEVEMENTS

- **FACULTY LIST (2024-2025)** Misamis University
- **BRONZE SERVICE AWARDEE (2023)** Hoteliers of Tomorrow Organization
Misamis University

ORGANIZATIONS

CBM – Local Student Council Public Relation Officer	2024 - present
Hoteliers of Tomorrow Secretary	Academic Year 2023 - 2024

SEMINARS/WORKSHOPS/TRAININGS

- **Front Office Door Lady On-The-Job Training** January 23, 2025 – March 25, 2025
Waterfront Cebu City Hotel and Casino
- **FBP Pastry On-The-Job Training** December 18, 2024 – January 22, 2025
Waterfront Cebu City Hotel and Casino
- **NC II Housekeeping** October 2023
- **Balloon 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

REFERENCES

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

