

# Employees' Satisfaction with Iloilo State College of Fisheries – San Enrique Campus Bagsakan Center

**Rodelyn P. Padios**

Instructor, ISUFST- San Enrique Campus

## ABSTRACT

<b>Name of Institution</b>	:	Western Institute of Technology
<b>Address</b>	:	Luna Street, La Paz, Iloilo City
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<b>Researcher</b>	:	Rodelyn P. Padios
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## OBJECTIVES OF THE STUDY

### A. General

This study aimed to determine the Level of Employees Satisfaction with the Products and Services of ISCOF-SEC Bagsakan Center for the year 2018.

### B. Specific

1. Describe the profile of the respondents in terms of age, gender, educational attainment, and employment status.
2. Describe the level of employees' satisfaction with the products and services of ISCOF-SEC Bagsakan Center when the respondents are taken as a whole and when grouped according to age, gender, educational attainment, and employment status.
3. Determine if there are significant differences in the level of employees' satisfaction with the products and services of ISCOF-SEC Bagsakan Center when respondents are grouped according to age, gender, educational attainment, and employment status.

## NULL HYPOTHESIS

In view of the preceding objectives, the null hypothesis set at 0.05 alpha level of significance is advanced:

1. There are no significant differences in the level of employees' satisfaction with the products and services of ISCOF-SEC Bagsakan Center when the respondents are grouped according to age, gender, educational attainment, and employment status.

## SCOPE AND COVERAGE

The study was conducted at Iloilo State College of Fisheries San Enrique Campus Productive Enterprise Office locally known as Bagsakan Center located beside the ISCOF-SEC Multi-Purpose Cooperative on the left-side building when facing the main entrance of the College.

The respondents of the study were 40 available customers of ISCOF-SEC Bagsakan Center identified as the faculty and staff of the College. All of them responded and their answers were considered valid for data analysis. The purpose of this study is to determine the level of employees' satisfaction with the products and services of ISCOF-SEC Bagsakan Center.

## METHODOLOGY

The descriptive survey method was employed in this study. This study utilized the validated data-gathering instrument adapted from the Satisfaction Survey form of Iloilo State College of Fisheries - San Enrique Campus (ISCOF-SEC) that was revised and developed by the researcher to gather the level of employees' satisfaction with the products and services of ISCOF-SEC Bagsakan Center. This data-gathering instrument was subjected to validation by experts to determine its suitability and face value.

During the scheduled date, Faculty and Staff who transact business at Bagsakan Center served as the respondents of the study. The data collected were recorded, statistically processed, analyzed and interpreted using the mean, Mann-Whitney U-test and Kruskal Wallis Test set at 0.05 level of significance.

## FINDINGS

1. After conducting this study, the researcher finds out that the customers were "satisfied" with the products; "highly satisfied" with the services; and also "highly satisfied" with the personnel's performance. The overall result on the satisfaction level of the customers of ISCOF-SEC Bagsakan Center identified as the faculty and staff members showed that they were "highly satisfied" with the products and services of ISCOF-SEC Bagsakan Center

2. This study revealed the result that, among three (3) categories the products, services and personnel's performance, ISCOF-SEC employee who were classified as to Age (30 and below) considered young (31 and above) considered old were both "highly satisfied" with the products and services of ISCOF-SEC Bagsakan Center. Next, employees who were classified as to gender in all three (3) categories the products, services and personnel's performance, male and female employees were also "highly satisfied" with the products and services provided by the College Enterprise. In addition, it was revealed that when classified as to educational attainment, college level and doctor's degree holder employees were "highly satisfied" with the products, services and personnel's performance. However, master's degree holder employees were "satisfied" of the products yet "highly satisfied with the services and personnel's performance of ISCOF-SEC Bagsakan Center. Lastly, when respondents were classified according to employment status, all three (3) categories the products, services and personnel's performance, the employees rated as "highly satisfied" with the products, and services of ISCOF-SEC Bagsakan Center.

3. No significant differences existed in the level of employees' satisfaction with the products and services of ISCOF-SEC Bagsakan Center when the respondents were classified as to age, gender and employment status. However, significant differences existed when respondents were classified as to educational attainment.

## CONCLUSIONS

In view of the findings, the following conclusions are drawn:

1. ISCOF-SEC employees as the primary customers of ISCOF-SEC Bagsakan Center appeared to be "highly satisfied" with the products and services provided. It is believed that satisfaction occurs when a product or service is better than expected.
2. In this study age, gender and employment status were the factors found that did not significantly influence one's satisfaction level with the products and services provided. It may therefore be understood that whether one is young or old, male or female, permanent or contractual, one's satisfaction may remain the same as his or her constituents. Nevertheless, educational attainment is the factor found to positively and significantly affects satisfaction level with the products and services of ISCOF-SEC Bagsakan Center.

## RECOMMENDATIONS

Based on the findings and conclusion of the study, the researcher recommends the following:

1. Knowing the result of the satisfaction level among the customers, Personnel of ISCOF-SEC Bagsakan Center should appreciate and realize how important their customers are.
2. ISCOF-SEC Bagsakan Center Personnel need to develop more strategies and techniques to maintain happy customers and level-up their customer's satisfaction to boost the profitability of the business. In addition, personnel should adjust and understand every customer's attitude, be friendly, be responsive to their reactions, and open-minded about other peoples' opinion to avoid conflict and to maintain the positive image of the business.
3. With the findings as guide, to further improve the personnel's performance, ISCOF-SEC Bagsakan Center should engage their personnel in several trainings and seminars to improve customer care and services as well as improve marketing strategies to invite more customers.
4. Through this study, personnel should value their customers, and maintain thier good behavior and harmonious relationship with them in order to maintain customer-retention and loyalty.
5. With this study as basis and reference, future researchers may use the results as guide or information they can use in their studies and to further enhance their knowledge and leanings about the importance of every customer in every business organization.

## CHAPTER I

### INTODUCTION

#### Background of the Study

Satisfaction among customers plays an important role in all business organization whether it is a private or government owned business sectors. In a competitive marketplace, Satisfaction is a challenge particularly in a merchandising based business as customers can easily switch from one business to another of a better products and services. Thus, all Business sectors must be aware of how satisfied their customers are with the products and services they provide, because when customer's wants and needs

were not meet and given proper attention this will result to unsatisfied customers that tend to vanish wherein, it greatly affects the business status and its profitability.

Government Institutions worldwide including State Universities and Colleges (SUCs) Productive Enterprise Office locally known as Basakan Center in Iloilo State College of Fisheries- San Enrique Campus is facing problems to deliver effective, efficient and valuable products and services to customers. Understanding the consumer and providing good customer relation is crucial to success of every business organization. Thus, these sectors are making their best to meet and surpass customers' expectations in order to increase its level of satisfaction. In such way, customers may feel happy with contentment and loyalty to patronize such products and services offered because they have been served good quality of products and efficient way of service.

Customer's satisfaction if not met and given proper attention may lead to dissatisfaction. Dissatisfaction is a condition of being dissatisfied, discontentment and unhappy feelings caused by poor quality of products and services related to customer's expectation. Customer's dissatisfaction arises due to unbalance service treatment of customers and poor quality of products provided by the business. This may lead to unhappy and sometimes angry customers that tend to shift from competitors without letting know the organization or business about the problem, and may cause to a loss of good business profitability and reputation. With this reason, the researcher is willing and determined to conduct a study in order to measure the level of satisfaction among the customers and find an effective solution to prevent dissatisfaction.

Hence, this study on the Satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center was conducted.

### **Statement of the Problem**

This study aims to find out the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center.

Specifically, this study sought to answer to the following:

1. Determine the Satisfaction Level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center when taken as a whole.
2. Determine the Satisfaction Level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center when classified according to age, gender, educational attainment and employment status.
3. Is there significant difference between Satisfaction Level of ISCOF-SEC employee when taken as a whole and when classified according to age, gender, educational attainment and employment status?

### **Hypothesis**

In view of the proceeding objectives, the null hypothesis set at 0.05 alpha level of significance is advanced:

1. There is no significant difference on level of satisfaction of ISCOF-SEC employee on the product and services provided by ISCOF –SEC bagsakan Center when taken as a whole and when classified as to age, gender, educational attainment and employment status.

**Theoretical Framework**

This study is anchored on the Theory of Dissonance. The Festinger’s Dissonance Theory (1957) states that consumers make some kind of cognitive comparison between expectations about the product and the product’s perceived performance.

Dissonance Theory states that a person who expected a high-value product and received a low-value product would recognize the difference and experience a cognitive dissonance (Cardozo, 1965). According to Anderson (1973), consumers seek to avoid conflict by adjusting perceptions about a given product to bring it more in line with expectations.

Another Theory is the Contrast theory that was first introduced by Hovland, Harvey and Sherif (1987). Dawes et al (1972) define contrast theory as the tendency to raise the discrepancy between one’s own attitudes and the attitudes represented by opinion or belief statements. This observation of the consumer post-usage evaluation was introduced into the satisfaction literature in the form of assimilation theory.

This study is also anchored in Expectancy Disconfirmation Theory. Oliver’s expectancy disconfirmation theory argues that ‘satisfaction is related to the size and direction of the disconfirmation experience that occurs as a result of comparing service or product performance against expectations’. Mattila, A & O’Neill, J.W. (2003) discuss that “Of all the most popular satisfaction theories is the disconfirmation theory, which states that satisfaction is related to the size and direction of the disconfirmation experience that occurs as an outcome of comparing service or product performance against expectations. Mainly, satisfaction is the result of direct experiences with products or services, and it occurs by comparing personal perceptions against a standard. Research also indicates that how the service was provided is more important than the outcome of the service process, and dissatisfaction towards the service often simply occurs when guest’s perceptions do not meet their expectations.

Another theory used is the Two Factor Theory. Czepiel et al. (1974) maintain the validity of two factor theory in analyzing customer satisfaction. Two Factor Theory states that customer can be satisfied and dissatisfied with a products or a service at the same time, because satisfaction and dissatisfaction will be about different aspects of the product and service, thus, they will be unrelated (Peñafiel et. al. 2017).

**Conceptual Framework**

The conceptual framework of the study is presented in figure 1. The framework presents the interplay of the variables of the study. The independent variables are the respondent’s profile which is the faculty and staffs classified to age, gender, educational attainment and employment status while the dependent variable is the Satisfaction Level of ISCOF-SEC Employee. The researcher believed that the level of satisfaction may vary depending in age, gender, educational attainment and employment status of the faculty and staff.

**Independent Variables**

**Dependent Variable**

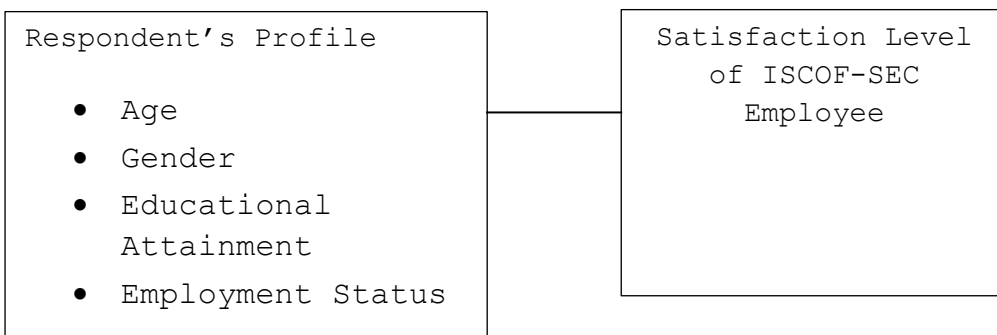


Figure 1. Schematic Diagram of the Study

**Significance of the Study**

The result of the study will be beneficial to the following:

**Personnel In-charge.** This study will help In-charge person to realize how important their customers are, and to think of possible ways and strategies on how to improve their products and services to increase customer's satisfaction level.

**ISCOF-SEC Bagsakan Center.** ISCOF-SEC Bagsakan Center business can benefit from this study by identifying and developing the performance of the personnel in-charge and on how they value their services to customer's based on the result of the survey.

**ISCOF-SEC Faculty and Staff.** This study is also beneficial to the Faculty and Staff of the school since they are the customers of Bagsakan Center. The result of the study will help them to experience the possible improvements on the product and services provided to them.

**Future Researcher.** For the researcher with the same interest they can also use this study as reference.

**Scope and Limitations of the Study**

This descriptive study aimed to measure the Satisfaction Level of ISCOF-SEC Employee on the products and services provided by ISCOF-SEC Bagsakan Center when taken as a whole and when classified as to age, gender, educational attainment and employment status.

The respondent of the study were the customers of the ISCOF-SEC Bagsakan Center enumerated as faculty and staff. The participants to this study were selected through convenience sampling method.

Data were developed using the utilized and validated data-gathering instrument adapted from Satisfaction Survey Form of ISCOF-San Enrique Campus.

The data gathered were analyzed and interpreted using the mean, Mann-Whitney U-test and kruskal Wallis test.

The 0.05 alpha level was used as the criterion to determine the significance of the study.

**Definition of Terms**

The following terms were defined conceptually and operationally to clarify their meaning and to avoid confusion among the readers.

**Age.** The amount of time during which a person has lived (Merriam Webster, 2012).

In this study, age refers to how old the respondent as to the filling of the instrument. Customers with the age of 30 and below considered young, while customers 31 and above considered old.

**Customer.** Refers to someone who gets or acquires products, services or advice from a professional person, company or organization (Longman Dictionary).

In this study, customer refers to ISCOF-SEC employee enumerated as faculty and staff who transacts business with ISCOF-SEC Bagsakan Center either cash or on account basis to acquired available

products such as eggs, chicken meat, pork meat, fruits and vegetables and other agricultural products produce by the college.

**Educational Attainment.** Refers to the highest level or degree of education an individual has completed.

In this study educational attainment refers to College level, Master's Degree and Doctorate Degree.

**Employee.** A person who works for another person or for a company for wages or a salary (Merriam Webster, 2012).

In this study, employees refer to the faculty and staff who acquired products at Bagsakan Center

**Employment Status.** Is the status of a worker in a company or organization on the basis of the contract of work or duration of work done. (US legal Definition, 2016)

In this study, employment status refers to a permanent or regular employee and employee in a contractual basis.

**ISCOF-SEC Bagsakan Center.** Serves as the center of marketing of all the products produce by the college probably agricultural products.

In this study, the nature of Bagsakan Center is merchandising wherein it sells different products mostly products produce by the college such as eggs, chicken meat, pork meat, fruits, vegetables, and at the same time products acquired from outside sources such as charcoal, some fruits and etc.

**Product.** Is anything that can be offered or sold to a market that might satisfy a want or need.

In this study products refers to the items produce by the college such as agricultural products like eggs, Chicken meat, pork meat, fruits and vegetables as well as other products acquired from outside sources such as charcoal, some fruits and etc.

**Satisfaction.** The act of providing what is needed or desired; the act of satisfying the needs or desire (Merriam Webster, 2012)

In this study, satisfaction refers to the feeling of contentment of every customer when they acquire a certain products and services that fit their standards. This is classified into (5) highly satisfied, (4) satisfied, (3) moderately satisfied (2) unsatisfied and (1) highly unsatisfied.

**Service.** To provide someone with something that is needed or wanted (Merriam Webster, 2012).

In this study, service refers to something that is needed by the customers which was offered by the personnel In-charge of Bagsakan Center such as delivery, fairness and promptness in dealing with customers request and responses on customer's queries.

**Gender.** The state of being a male or female (Merriam Webster, 2012).

In this study, gender refers to the male or female category of respondents.

## Chapter II

### REVIEW OF RELATED LITERATURE

This chapter presents the view of related literature and studies particularly on the Satisfaction Level of ISCOF-SEC Employee on the products and services provide by the ISCOF-SEC Bagsakan Center. It is divided into nine topics: (1) Client/Customer Satisfaction (2) Importance of Customer Satisfaction (3) Iloilo State College of Fisheries San Enrique Campus (ISCOF-SEC) Bagsakan Center (4) Product Quality (5)Product Cost/Price (6) Effect of Product Quality & Product Cost on Customer Satisfaction and Customer Loyalty (7)Service Quality (8) Effect of Service Quality on Customer Satisfaction (9)Impact of Gender Differences on Customer Satisfaction

#### (1) Client/Customer Satisfaction

“Customer satisfaction is one of the most important issue concerning business organization of all types, which is justified by the customer oriented philosophy and the principles of continues improvement in modern enterprise” (Arokiasamy, 2013).

According to a widely accepted conceptualization, customer satisfaction is “a customer’s post-consumption evaluation of a product or service” (Mittal & Frennea (2010, p. 3).

Customer satisfaction is the result of a customer’s perception of the value received in a transaction or relationship – where value equals perceived service quality relative to price and customer acquisition costs (Hallowell, 1996; Heskett et al., 1990; Blanchard and Galloway, 1994).

This only “occurs if the perceived performance of a product or service meets or exceeds customers’ prior expectations” (Bearden & Teel, 1983; Oliver 1980, 2010). Thus, overall customer satisfaction with a company’s offerings is determined by comparisons between customers’ expectations of the company’s products or services and their perceptions of the products’ or services’ performance (Fornell et al., 1996; Oliver 1980, 2010).

According to Churchill and Surprenant (1982) “customer satisfaction is an outcome of purchase and use resulting from the buyers' comparison of the rewards and costs of the purchase in relation to the anticipated consequences”. It is also defined in terms of an emotional state that usually arises in response of evaluating a particular service (Westbrook, 1981).

[Oliver \(1980, p. 460\)](#) defined satisfaction as “a function of an initial standard and some perceived discrepancy from the initial reference point”, and he used the expectation-disconfirmation model to suggest the point at which consumers develop expectations about a product, before purchasing. After using a product, customers will compare its quality and performance against their expectations. [William \(2002\)](#) also pointed out that satisfaction, a customer’s positive attitude toward a product or service, increased the likelihood of repeat purchases. On the other hand, dissatisfaction, which is when customers leave with negative attitudes, was linked with less likelihood of repeated purchases. According to [Oliver \(1980\)](#) and [William \(2002\)](#), highly satisfied customer shows that the actual performance is greater than their expectations, which causes the customer to purchase the same product again. When the actual performance is worse than expected and customers are dissatisfied, a negative response occurs, ([Hirschman, 1970](#)).

Kotler and Keller (2012) said that "satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations". Whereas, customer satisfaction according to Jahanshahi et al. (2011) is "customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship - where value equals



perceived service quality relative to price and customer acquisition costs". However, it is in contrast with the research of Tu et al. (2013) which indicated that "customer satisfaction is viewed as influencing repurchasing intentions and behavior, which, in turn, leads to an organization's future revenue and profits". Customer satisfaction is a customer feedback in the form of evaluation after purchasing some goods or services compared with customer expectations. Customer satisfaction is measured by using the customer expectations with the performance of the goods or services that can meet the needs and desires of the customers. A satisfied customer means that there are similarities between the performance of the goods and services with the hope of the customers, where it will encourage them to re-purchase the products. At the same time, a disappointed customer would persuade the other customers to not re-purchase and as a result, they will move to another brand competitor. Kotler and Armstrong (2012) defined that "customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations." Customer satisfaction consists of several indicators, namely loyalty, satisfaction, repurchase interest, small desire to make a complaint, the willingness to recommend the product, and the reputation of the company (Kotler and Keller, 2012; Nguyen and LeBlanc, 1998).

## **(2)Importance of Customer Satisfaction**

According to Ben Bramley (2017) Customer satisfaction should be considered as a vital component of any business because it provides marketers and business owners with a metric that can be used to measure and improve business performance from a customer perspective. Not only is it a leading indicator of consumer repurchase intentions and loyalty, but it is also a great way to understand if they will become long term repeat customers or even advocates. On the other hand, it can also provide the initial warning signs that a customer is unhappy and potentially at risk of leaving. With all this considered, customer satisfaction can provide businesses with crucial information to understand what aspects are successful and where improvements need to be made.

Within a competitive marketplace where businesses are constantly competing for customers, customer satisfaction is often seen as a key differentiator often acting as a final purchase trigger point. Businesses that tend to succeed in these hostile environments are the ones that make customer satisfaction central to their business strategy. By regularly measuring and tracking customer satisfaction you can make informed decisions to put new processes in place to increase the overall quality of your customer service and elevate yourself above the competition. Therefore, it's one of the leading metrics used to measure consumer repurchase and customer retention.

According to Harkiranpal Singh (2006) many researchers have looked into the importance of customer satisfaction. Kotler (2000) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Hoyer and MacInnis (2001) said that satisfaction can be associated with feelings of acceptance, happiness, relief, excitement, and delight. There are many factors that affect customer satisfaction. According to Hokanson (1995), these factors include friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and retention. They all convey a similar message in that:

- Satisfied customers are most likely to share their experiences with other people to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience.
- Furthermore, it is important to realize that many customers will not complain and this will differ from one industry sector to another.
- Lastly, if people believe that

dealing with customer satisfaction/complaint is costly, they need to realize that it costs as much as 25 percent more to recruit new customers”.

### **(3) ILOILO STATE COLLEGE OF FISHERIES-SAN ENRIQUE CAMPUS (ISCOF-SEC) BAGSAKAN CENTER**

In the 21<sup>st</sup> century, State Universities and Colleges in the Philippines are faced with stringent policies on fund disbursements, declining financial support from the national government and lower real value of budget due to inflation. As such, these academic institutions experienced immense pressure to offer courses relevant or attuned to industry needs, liberalize markets and global competitiveness.

With this scenario, SUCs are expected to become more efficient, relevant, productive and competent. The operational efficiency or the provision of quality education at the least cost possible is one of their primary objectives. Therefore, the government funded higher education institutions are to operate as corporate entities, optimally managing their physical and manpower resources to maximize the income that is to be generated from their assets. Also, in the line with the national development policies and programs, SUCs were granted autonomous status in terms of their fiscal autonomy allowing them to generate more funds to augment their financial requirements and to compensate for the reduction of their maintenance and other operating expenditures which are being reduced from year to year.

With all these pressures on government policies, the SUCs may raise school fees and other charges to increase income. However, they have to conduct tedious processes of consultations and dialogues with the students, the parents, and other stakeholders. At this juncture, therefore, wherein there is a need to resort to a more sustainable alternative which is the establishment and management of income generating projects.

The present proposal to “corporate” an austerity measure designed to cope with the present financial and economic crises. Corporatization means that, SUCs should transform themselves into ordinary corporate ventures whose survival depends on their capacity to generate income. It is when the income generating projects such as Piggery, Poultry, Vermi cast production and Bagsakan Center starts as another source of income of the college.

ISCOF – SEC Bagsakan Center is located beside the ISCOF-SEC Multi-Purpose Cooperative on the left side building when facing the main entrance of the college. Bagsakan Center has (2) support staff and a supervisor which is the Chair of Production. Transaction like reservations, selling, payments and deliveries are carried out effectively to provide and satisfy customers’ wants and needs.

ISCOF- SEC Bagsakan Center is a merchandising business started last 2013 until present that serves as another source of income for the college. Bagsakan Center serves as the Center of marketing of all the products produced by the college such as Chicken Eggs, Quail Eggs, Chicken meat, Pork meat, fruits & vegetables, vermi cast and etc. as well as some products acquired from outside sources such charcoal, some fruits and etc. Bagsakan Center is continuously pursuing its mission and committed to maximize its productivity in order to augment its financial requirement and become a sustainable income generating project of the college.

### **(4) Product Quality**

According to Zeithaml (1988), "quality can be defined broadly as superiority or excellence". Here, Kotler and Armstrong (2012) described that "product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need ", while Aaker (1994),

quoted Ehsani (2015), said that "quality of product is the customer's perception of the overall quality or superiority of the product or service, with respect to its intended purpose, relative to alternatives, ". Kotler and Amstrong (2012) assumed that product quality is "Product quality is the characteristic of a product or service that bear on its ability to satisfy stated or implied customer needs". Kotler and Keller (2012) thought that the quality of the product consists of several indicators, namely performance, features, reliability, compliance, durability, service ability, aesthetics, and perceived quality.

### **(5) Product Cost/Price**

According to Zeithaml (1988), from the customer view, "price is what is given up or Sacrificed to Obtain a product or service". Bei and Chiao (2001) indicated that "the price is defined as what is given up or sacrificed to acquire a service or product", while Kotler and Armstrong (2012) suggested that "Price is the amount of money charged for a product or a service; the sum of the values that customers exchange for the benefits of having or using a product or service ". Kotler and Keller (2012) and Kusdiyah (2012) defined price as something that can be measured which consists of several indicators, such as the affordable price, the fair price, discounted price, competitor price, and price suitability.

### **(6) Effect of Product Quality & Product Cost on Customer Satisfaction and loyalty**

Product quality and product cost, as dominant factors of customer satisfaction and loyalty, are important aspects in management theory (Bresnahan, 2010; Eckert & Hughes, 2010; Zinn & Haddad, 2007). Product quality and product cost mean different things to different consumers (Bresnahan, 2010; Woo, Magnusen, & Kyoum, 2014). The concepts of product quality and product cost encompass a variety of drivers and implications for business performances, which are not yet fully understood. Dynamic challenges in managing product design, production costs, and product safety continue to emerge (Knudsen, 2010; Wolf, 1986) because consumers compare product quality, cost, and safety features of competitive offerings before acquisitions were completed (Chun, 2009; Rosenfeld, 2009; Scheere, 2010). It is difficult to learn how to improve the quality of goods and services to consumers while boosting productivity, competitive edge, and market position in the global markets. Job experience without product cost mitigation measures and enhanced safety influences on product effectiveness cannot solely increase customer satisfaction and customer loyalty that seek to increase market share on revenue acquisitions (Hill, Zhang, & Gilbreath, 2011). The relationship among quality product, product cost, product safety, and customer satisfaction that enhanced market share is a well-explored subject in manufacturing industry; yet, customer satisfaction and loyalty that is supposed to enhance revenue acquisitions continues to falter (Knudsen, 2010; Wolf, 1986). This was attributed to profit maximization objectives by businesses (Deming, 1982, 1986; Juran & Gryna, 1970). Foundation of these contemporary findings has long been established and argued (Brucks, Zeithaml, & Naylor, 2000; Deming, 1982; Drucker, 1986; Juran, 1992). The difference in product quality level causes consumers to be diverse in purchasing choices (Farris, Neil, Bendle, Pfeife, & Reibstein, 2010; Slotegraaf & Inman, 2004). Superior product quality (Besio & Pronzini, 2010; Knudsen, 2010; Tsekeris, 2010, Fetscherin & Toncar, 2009; Wolf, 1986) lead to good reputation of firms (YenKuandKung-Don, 2009) hence, great number of CEOs establish strategic goals for quality improvement and performance monitoring to improve product quality (Joanna, Lockee, & Bass, 2008). Therefore, taking corrective actions to improve customer perception of quality changes is of paramount importance because the strategies motivate consumer behaviors to incremental revenue acquisitions (Iyer & Kuksov, 2010). Chalotra

(2012) and Golder, Mitra, and Moorman (2012) posited that product quality is attained by improving total management or production processes to produce uniform output of products, reduce mistakes and rework to assure customer satisfaction and market share.

Horvat and Dosen (2013), and Ing Wu and Lie Lo (2007) obtained the same results in researching the influence of the perception of product quality on the customer attitude. Aynadis (2014) from the research concluded that the quality of product is the dominant factor influencing the customer's attitude toward a product.

In the research of Mennecke et al. (2006), Chen and Cheng (2011), Asshidin et al. (2015), Jaafar et al. (2012), Christiansen (2010), and Sirfaz et al. (2014) proved that there is a significant influence on the quality of product on the customer attitude. In addition to the research of product quality perception on the customer attitude, there is another study that examined the direct relationship between the perception of product quality and the sale volume.

### **(7) Service quality**

Service quality is the degree of difference between the customers' expectations for service and their actual perceptions of performance (Parasuraman et al., 1985). Expanding this definition, service quality is the overall evaluation of a specific service, comparing that performance with the customer's general expectations of what performance should be like (Parasuraman et al., 1988).

Service quality is an important driver of customer satisfaction and behavioral intention. Numerous quantitative studies have shown that service quality is a predictor of customer satisfaction (Bitner et al., 1990; Cronin and Taylor, 1992; Ramseook-Munhurrun and Naidoo, 2011; Sudin, 2011). Satisfaction means providing goods and services that create specific levels of perceived value for the customer so that the customer remains engaged positively with the organization (Wicks and Roethlein, 2009).

### **(8) Effect of Service Quality on Customer Satisfaction**

To obtain products and service a consumer spends both money and resources in the form of time, energy and effort (Zeithaml et al., 1988). Service or product quality and customer satisfaction both have long been considered crucial for success and survival in today's competitive market. But it is also important to understand what contributes to customer satisfaction that could be a key to achieve competitive advantage. Consumers are now demanding higher quality in products than ever before (Leonard and Sasser, 1982). The search for quality is arguably the most important consumer trend of the 1980s (Rabin, 1983). The important feature of service firms is to focus on quality, the way it is produced and being offered to the final customer. It is seen that continuous improvements in the quality of services perceived according to the consumer expectations positively affects the satisfaction level and customer's perceptions about the company. However, it is worth noting that there are several distinct conceptualizations of quality. Just as current quality is expected to have a positive influence on overall customer satisfaction (Anderson et al., 1994). So we can say that, the effect of expectations of quality on customer satisfaction is positive and significant (Anderson et al., 1994). Delivering quality service is considered an essential strategy for success and survival in today's competitive environment (Dawkins and Reichheld, 1990). The primary emphasis of both academic and managerial effort focused on determining what service quality meant to customers (Zeithaml et al., 1996). 9 Service quality is a determinant of whether a customer ultimately remains with or defects from a company (Zeithaml et al.,

1996). In marketing management literature service quality takes a prominent position. It is usually defined as customer's impression of relative inferiority or superiority of service provide and its service. Also it is often considered similar to overall attitude of customer towards company. It is also observed that the increased interest in service quality by the firms is due to the fact that service quality is proved to be beneficial to maintain bottom line performance of the firm. Both Service quality and Customer satisfaction terms is being widely used by researchers interchangeably (Sureshchandar et al., 2002). Studies show that the overall experience with the service quality results in customer satisfaction which leads to customer loyalty. Where the overall service quality (as perceived) is viewed as a combination of core and relational aspects. In the service literature, core and relational quality are the most basic elements of services. Where core is "what is delivered" and relational is "how it is delivered" (McDougall and Levesque, 1992, 2000).

### **Impact of Gender differences on Customer Satisfaction**

Customer characteristics such as gender have a great impact on the level of customer satisfaction (Bryant and Jaesung, 1996; Mittal et al., 2001). Customer characteristics affect satisfaction threshold. Researches have shown that customer characteristics moderate outcomes of customer satisfaction such as repurchase intention and share of the wallet (Mittal et al, 2001; Cooil et al, 2007). Many studies have been carried to evaluate differences between men and women on satisfaction. There are many studies which have found satisfaction to be unrelated to gender (Carmel, 1985; Linn, 1982, 1975). However many studies have found that women report greater overall satisfaction (Buller and Buller, 1987). On the other hand there are studies that have identified men as being less satisfied (Chisick, 1997; Singh, 1990).It has also been found that there is discrimination in the treatment of customers with men getting precedence over women (Zinkhan and Stoiadin, 1984). Male customers receive more positive expressions (greeting, thanking, smiling, and eye contact) than female customers (Guttek, 1995).Weimann (1985) says male customers use a more assertive manner in getting a service from a provider. Women are more sensitive to relational aspects of a service encounter while men are more sensitive to core aspects and positive relational abilities when the service heavily relies on interpersonal interactions (Iacobucci and Ostrom,1994).Tangible quality of the core service is important to both men and women but is not important enough. Studies have shown that waiting time and product knowledge are predictors of satisfaction by women while for men they are not predictors. Increasing waiting time and product knowledge increases customer satisfaction (McIntyre et al, 2003). Lim and Kumar (2008) have concluded that women are influenced by service quality more strongly than men whereas men are focused on perceived economic value in loyalty decisions. As some professions are gender dominant and in some societies due to cultural impacts, some genders are considered to be more suitable for specific roles, it can be perceived that gender could be an important factor in investigating different correlations among different concepts. Because if gender dominance in some sectors prevails, it means it is so because it has some different effects that are why this difference prevails. (Ahmed Mansoor 2017). Gender difference at service encounter may lead to different customer service outcomes. As the male-to-male interaction and male-to-female interactions differ because people behave differently when they interact with the same gender and with the opposite gender, in a given particular situation.

Several empirical studies on buying behavior have pointed out that customer demographics may be related to store loyalty (Pan & Zinkhan, 2006). Regarding gender some studies have proved the existence of significant differences between men and women relating to experience and expression of emotion

(Stearns, 1992; Lewis, 2000) and in information processing, with men being more analytical, while women tend to be more subjective (Allinson and Hayes, 1996; McColly-Kennedy et al. 2003). According to Putrevu (2001), Difference between men and women derived partially from biological make up and partially from socialization experiences. Babacus and Yavas (2008, p. 976) highlighted that men are “primarily guided by social norms that required control, mastery and self- efficacy to pursue self-centered goals,” while women are “guided by concerns for self and others and emphasizes affiliation and harmonious relationship with others.” Therefore, women customers are expected to be more relationship oriented and loyal than men customers (Ndubisi, 2006; Pan and Zinkhan, 2006)

### Summary

The literature reviewed serves as foundation of the researcher in understanding the concept and ideas about the satisfaction of customers in different organization.

The review explained the importance of customer satisfaction in a certain organization and maintains its high level. Different aspect about satisfaction is also included as well as the age, gender, educational attainment and employment status of the customers that affect the level of satisfaction which is further discussed to explain why these variables affect customer satisfaction.

Furthermore, the present view discussed the different customer relationship skills in order to attain high satisfaction and it also indicate the quality of products as well as services given by in-charge personnel also affect the level of satisfaction.

## CHAPTER III METHODOLOGY

This chapter deals with all the methods that the researcher used on the conduct of the study. This included the research design, sample size, sampling technique, research instrument, data gathering procedure, and data analyses procedure.

### Research Design

The descriptive survey method was employed in this study. The term “descriptive survey study” is a method which concerns itself with the present phenomena in terms of condition, practices, beliefs, processes, relationship or trends (Peñafiel et. al 2017). According to Jorge Morales Pedraza (2016) descriptive research method refers to the method used to describe data and characteristics used to describe the population. The purpose of using the descriptive research method is to acquire accurate, factual, systematic data that can provide you with an actual picture of the data set that you are reviewing. This type of research method is not simply amassing and tabulating facts but includes proper analysis, interpretation, comparison, identification of trends and relationships.

### Locale of the Study

The study was conducted at Iloilo State College of Fisheries San Enrique Campus Productive Enterprise Office locally known as Bagsakan Center located beside the ISCOF-SEC Multi-Purpose Cooperative on the left side building when facing the main entrance of the college. The reason for the selection of the venue of the study was its accessibility to the respondents of the study.

### Respondents of the Study

The respondents of the study were the available customers of the ISCOF –SEC Bagsakan Center. They were classified according to age, gender, educational attainment and employment status. The participants were further classified as male and female for gender; young (30 and below) and old (31 and above) for age; college level, master’s degree and doctorate degree for educational attainment; permanent or regular employee and contractual employee for employment status.

Table 1 shows the distribution of the participants in which less than half (16 or 40%) of them were young while (24 or 60%) are old. In terms of gender, majority, 22 (55%) are female, while 18 (45%) are male. As to educational attainment, 24 (60%) are college level, 12 (30%) are master’s degree and 4 (10%) are doctorate degree. As to employment status 20 (50%) are permanent employee and 20 (50%) are contractual employee.

Table 1. Distribution of Respondents

	Frequency (f)	Percentage (%)
Entire Group	40	100%
Age		
Young	16	40%
Old	24	60%
Gender		
Male	18	45%
Female	22	55%
Educational Attainment		
College Level	24	60%
Master’s Degree	12	30%
Doctorate Degree	4	10%
Employment Status		
Permanent Employee	20	50%
Contractual Employee	20	50%

### Sampling Techniques

In order to determine the sample of the study, non-probability sampling was utilized using the availability technique. Availability technique chooses only the available customers of Bagsakan Center when the study was conducted. The customers who were available during the conduct of the study were taken as the respondents of the study.

### Research Instrument

This study utilized the validated data-gathering instrument. The data was adapted from the Satisfaction Survey form of Iloilo State College of Fisheries (ISCOF) that was revised and developed by the researcher to gather the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center. This data gathering instrument was subjected to validation by validators to determine its suitability and face value.

The questionnaire was composed of two parts: Part I focused on the personal background of the respondents including their name, age, gender, educational attainment and employment status. Respondent's ages were classified into two; young and old, respondent's with the age of 30 and below were considered young, while respondents with the age of 31 and above were considered old. The educational attainment of the respondents was classified into college level, master's degree and doctorate degree. The employment status of the researcher is classified to permanent or regular employee and contractual employee.

Part II was the questionnaire proper, which consists of 15 statements, five (5) of which were statements about the products, five (5) of which were statements about services and five (5) of which were about the performance of the in-charge personnel.

The instruments required the respondents to indicate a check on the column corresponds to their honest assessment of their satisfaction level as indicated in the descriptive scale with the corresponding weight: 5 – highly satisfied, 4 – satisfied, 3 – moderately satisfied, 2 – unsatisfied, 1 – highly unsatisfied.

“Highly Satisfied” meant that the customer were very happy and contented of the products and services offered by Bagsakan Center.

“Satisfied” meant that the customer were happy and contented of the products and services offered by Bagsakan Center.

“Moderately satisfied” meant that the customer were moderately happy and contented of the products and services offered by Bagsakan Center.

“Unsatisfied” meant that the customer were unhappy and not contented of the products and services offered by Bagsakan Center.

“Highly Unsatisfied” meant that the customer were very unhappy and not contented of the products and services offered by Bagsakan Center.

### **Data Gathering Procedure**

As one requirement for the degree of Master in Business Management the researcher wishes to conduct a study regarding Satisfaction Level of ISCOF-SEC employee on the product and services provided by ISCOF-SEC Bagsakan Center. The researcher set the date to conduct the study for 5 consecutive days.

During the scheduled date, Faculty and Staff who transacts business at Bagsakan Center are the respondents of the study. After the transaction at Bagsakan Center the researcher approaches the available customer to answer the data gathering instrument provided. The respondents are properly well guided by the instruction stated on the instrument. The respondents were encouraged to ask questions and the researcher makes sure that all queries were properly addressed. When everything else was ready, the data-gathering instruments were distributed to available customers of Bagsakan Center for them to answer.

The questionnaires were personally administered by the researcher to the customers to ensure that they were properly guided. After answering the instrument, the researcher then gathered the instruments and checked it to ensure that items were properly answered. The researcher thanked the respondents for their cooperation.

The data collected were recorded, statistically processed, analyzed and interpreted.



**Data Analysis Procedure**

The collected data were subjected to appropriate statistical test. Descriptive and inferential statistics were employed to determine the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center.

**Mean.** This was used to determine the satisfaction level when taken as an entire group and when classified as to age, gender, educational attainment and employment status.

**The formula of mean is:**

$$\bar{X} = \frac{\sum X}{N}$$

Where:  
 $\bar{X}$  = Mean  
 $\sum$  = Summation  
 $X$  = Observations  
 $N$  = Number of cases

The satisfaction level of faculty and staff was classified using the description:

4.20 - 5.00	-	Highly Satisfied
3.40 - 4.19	-	Satisfied
2.60 - 3.39	-	Moderately Satisfied
1.80 - 2.59	-	Unsatisfied
1.00 - 1.79	-	Highly Unsatisfied

**Mann-Whitney U-Test.** Mann-Witney U-test was used to determine the significant difference in the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center when classified as to age, gender and employment status and Kruskal- Wallis test for educational attainment.

**The formula for Mann-Whitney U-test is:**

$$U = n_1 n_2 + \frac{n_1(n_1 + 1)}{2} - R_1$$

- N<sub>1</sub> = Sample size one
- N<sub>2</sub> = Sample size two
- R<sub>1</sub> = Rank of the sample size

**The formula of Kruskal Wallis test:**

$$H = \frac{12}{N(N+1)} \left( \frac{R_1^2}{n_1} + \frac{R_2^2}{n_2} + \frac{R_3^2}{n_3} + \dots + \frac{R_k^2}{n_k} \right) - 3(N+1)$$

- R<sub>k</sub> = sum of the ranks of sample k
- N<sub>1</sub> = size of sample 1
- N<sub>2</sub> = size of sample 2
- N = n<sub>1</sub> + n<sub>2</sub> + n<sub>3</sub> . . . n<sub>k</sub>
- K = represents the number of samples

## CHAPTER IV

### PRESENTATION, ANALYSES, AND INTERPRETATION OF DATA

This Chapter presents the analyses and interpretation of the data gathered from the customers of ISCOF-SEC Bagsakan Center San Enrique, Iloilo. This descriptive study aimed to measure the employee's level of satisfaction on the product and services provided by ISCOF-SEC Bagsakan Center. Likewise, this study also aimed to measure the level of satisfaction of employee's when taken as a whole and when grouped according to age, gender, educational attainment and employment status as well as to find out if there is significant difference between levels of satisfaction of ISCOF-SEC employee when respondents are classified according to age, gender, educational attainment and employment status.

#### **Satisfaction Level of ISCOF-SEC Employee on the Products and Services provided by ISCOF-SEC Bagsakan Center when taken as an Entire Group**

Data in Table 2 revealed that generally, the satisfaction level of ISCOF-SEC Employee on the Product and Services provided by ISCOF-SEC Bagsakan Center were "highly satisfied" with the total mean of (4.55). Among the three categories, ISCOF-SEC Employees were "satisfied with the product with the total mean of (4.18), and "highly satisfied" with the services with the total mean of (4.66) and personnel's performance (4.82).

This result supports Oliver's expectancy disconfirmation theory that satisfaction level is the result of the difference between expected and perceived performance. The theory notes that satisfaction occurs when product and service is better than expected. On other hand dissatisfaction occurs when customers perception do not meet their expectations.

Table 2. Mean rating on the satisfaction level of ISCOF-SEC employee on the Products and Services Provided by ISCOF-SEC Bagsakan Center.

<b>Category</b>	<b>Mean</b>	<b>Description</b>
Product	4.18	Satisfied
Services	4.66	Highly Satisfied
Personnel's Performance	4.82	Highly Satisfied
<b>Grand Mean</b>	<b>4.55</b>	<b>Highly Satisfied</b>

Legend:

4.20 – 5.00 Highly Satisfied

3.40 - 4.19 Satisfied

2.60 – 3.39 Moderately Satisfied

1.80 – 2.59 Unsatisfied

1.00 – 1.79 Highly Unsatisfied

#### **Satisfaction Level of ISCOF-SEC Employee on the Products and Services Provided by ISCOF-SEC Bagsakan Center when Grouped as to Age**

Table 3 shows that young employees are "highly satisfied" with a total mean of (4.32) for the products, (4.65) for services and (4.73) personnel's performance. In addition Old employees (31 and above) are also "highly satisfied" with the total mean of (4.39) for products, (4.37) for services and (4.87) for personnel's performance.

This implies that employee of ISCOF-SEC are highly satisfied of the products and services provided by ISCOF-SEC Bagsakan Center when grouped as to age. This result is supported by Al-Aameri (2000) which states that age was significantly correlated with satisfaction and commitment.

Table 3. Mean rating on the satisfaction level of ISCOF-SEC Employee on the products and services provided by ISCOF-SEC Bagsakan Center when grouped as to age

Category	Young (30 and below)		Old (31 and above)	
	Mean	Description	Mean	Description
Product	4.32	Highly Satisfied	4.39	Highly Satisfied
Services	4.65	Highly Satisfied	4.67	Highly Satisfied
Personnel's Performance	4.73	Highly Satisfied	4.87	Highly Satisfied

Legend:

4.20 – 5.00 Highly Satisfied

3.40 - 4.19 Satisfied

2.60 – 3.39 Moderately Satisfied

1.80 – 2.59 Unsatisfied

1.00 – 1.79 Highly Unsatisfied

**Satisfaction Level of ISCOF-SEC Employee on the Products and Services Provided by ISCOF-SEC Bagsakan Center when Grouped as to Gender**

Data on Table 4 revealed that male employees of ISCOF-SEC were “highly satisfied” of the products with a mean of (4.37), services (4.62) and personnel’s performance (4.76). In addition Female employees were also “highly satisfied” of the products with a mean of (4.35), services (4.70) and personnel’s performance (4.86).

This implies that male and female employees of ISCOF-SEC are very happy and contented of the products and services provided by ISCOF-SEC Bagsakan Center.

According to Dr. Shavita Deshwal (2015)entitled Impact of Gender on Customer Satisfaction for Service Quality: A Case Study of Hyper Stores; Major Findings exhibit that there is no significant difference between male and female customers for different variables of service quality in hyper stores. In addition According to Albert Musekiwa<sup>1</sup>, Langton Runyowa<sup>1</sup> & Felix Chikosha (2014) entitled Gender on Customer Based Brand Equity: A Case of OK (Bindura) Supermarket; This study sought to determine if there was difference on supermarket brand equity and its dimensions for OK supermarket Bindura along gender. In absolute terms there was difference between male and female customers when considering means. However, hypotheses test results showed that there was no significant brand equity difference along gender. This was considered to be unsustainable situation when taking into account that

female customers were the majority of customers. Consequently, the study recommended that OK stores should intensify marketing efforts towards female customers who formed the majority of its customers

**Table 4. Mean rating on the satisfaction level of ISCOF-SEC Employee on the products and services provided by ISCOF-SEC Bagsakan Center when grouped as to gender**

Category	Male		Female	
	Mean	Description	Mean	Description
Product	4.37	Highly Satisfied	4.35	Highly Satisfied
Services	4.62	Highly Satisfied	4.70	Highly Satisfied
Personnel's Performance	4.76	Highly Satisfied	4.86	Highly Satisfied

Legend:

4.20 – 5.00 Highly Satisfied

3.40 - 4.19 Satisfied

2.60 – 3.39 Moderately Satisfied

1.80 – 2.59 Unsatisfied

1.00 – 1.79 Highly Unsatisfied

**Satisfaction Level of ISCOF-SEC Employee on the Products and Services Provided by ISCOF-SEC Bagsakan Center when Grouped as to Educational Attainment**

Data on Table 5 revealed that college level employees of ISCOF-SEC were “highly satisfied” of the products with a mean of (4.40), services (4.72) and personnel’s performance (4.80). Master’s degree employees were also “highly satisfied” of the products with a mean of (4.16), services (4.43) and personnel’s performance (4.86). Lastly, Doctorate degree were also “highly satisfied” of the products with a mean of (4.75, services (5.00) and personnel’s performance (5.00).

This implies that college level, master’s degree and doctorate degree employees of ISCOF-SEC are very happy and contented of the products and services provided by ISCOF-SEC Bagsakan Center.

According to Peris Njoki Mburu (2014) in his study entitled Demographical Statistics, Customers Satisfaction and Retention: The Kenyan Banking Industry; The study examined the correlation between demographic variables including age, gender, educational level, incomes, marital status and employment status with customer satisfaction and retention. The finding is that age, monthly income and level of education are significant factors affecting both satisfaction and retention of the bank customers.

Table 5. Mean rating on the satisfaction level of ISCOF-SEC Employee on the products and services provided by ISCOF-SEC Bagsakan Center when grouped as to educational attainment.

Category	College Level		Master Degree		Doctorate Degree	
	Mean	Description	Mean	Description	Mean	Description
Product	4.40	Highly Satisfied	4.16	Satisfied	4.75	Highly Satisfied
Services	4.72	Highly Satisfied	4.43	Highly Satisfied	5.00	Highly Satisfied
Personnel's Performance	4.80	Highly Satisfied	4.78	Highly Satisfied	5.00	Highly Satisfied

Legend:

4.20 – 5.00 Highly Satisfied

3.40 - 4.19 Satisfied

2.60 – 3.39 Moderately Satisfied

1.80 – 2.59 Unsatisfied

1.00 – 1.79 Highly Unsatisfied

**Satisfaction Level of ISCOF-SEC Employee on the Product and Services Provided by ISCOF-SEC Bagsakan Center when Grouped as to Employment Status**

Table 6 reflects that permanent employees are “highly satisfied” with a total mean of (4.35) for the products, (4.66) for services and (4.84) personnel’s performance. In addition contractual employees are also “highly satisfied” with the total mean of (4.38) for products, (4.67) for services and (4.86) for personnel’s performance.

This implies that permanent and contractual employees of ISCOF-SEC are very happy and contented of the products and services provided by ISCOF-SEC Bagsakan Center.

According to Danaie, Hagh Talab and Salehi (1392) conducted a research on the Relationship between Demographic Variables and Satisfaction with the Quality of Service of the Agricultural Bank according to SERVQUAL model. The case study was the branches of Agricultural Bank in Birjand. The result shows that there was no significant positive correlation between gender, employment status, education, quality of service and satisfaction.

Table 6. Mean rating on the satisfaction level of ISCOF-SEC Employee on the product and services provided by ISCOF-SEC Bagsakan Center when grouped as to employment status

Category	Permanent Employee		Contractual Employee	
	Mean	Description	Mean	Description
Product	4.35	Highly Satisfied	4.38	Highly Satisfied
Services	4.66	Highly Satisfied	4.67	Highly Satisfied
Personnel's Performance	4.84	Highly Satisfied	4.80	Highly Satisfied

Legend:

4.20 – 5.00 Highly Satisfied

3.40 - 4.19 Satisfied

2.60 – 3.39 Moderately Satisfied

1.80 – 2.59 Unsatisfied

1.00 – 1.79 Highly Unsatisfied

**Difference on the Satisfaction Level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center when the respondents are classified as to Age**

Mann-Whitney U-test result in table 7 revealed that no significant difference existed in the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center when classified as to age as reflected in the Mann-Whitney U-test result were higher than .05. Hence, age does not significantly influence one's satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center.

Therefore, the null hypothesis which states that there is no significant difference in the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center, is not rejected.

According to Charlo Bianci Montehermoso Guray in his journal entitled Banana Beach Resort Services and the Level of Customer Satisfaction; Banana Beach Resort in particular is considered as the leading elite class resort in Mindanao that is committed to render services beyond compare and beyond its best for the benefits of all clients whom labeled as beach resort goers. His research implies that the level of satisfaction of customers at Banana Beach Resort when grouped as to age does not vary significantly.

Table 7. Mann-Whitney U-test result showing the difference on the satisfaction level of ISCOF-SEC employee on the product and services provided by ISCOF-SEC Bagsakan Center when the respondents are classified as to age

Category	Age	N	Mean Rank	Sum of Ranks	Sig. (2-Tailed)
Product	Young	16	20.09	321.50	.85 <sup>ns</sup>
	Old	24	20.77	498.50	
Services	Young	16	20.16	322.50	.87 <sup>ns</sup>
	Old	21	20.73	497.50	
Personnel's Performance	Young	16	18.34	293.50	.22 <sup>ns</sup>
	Old	21	21.94	526.50	

Legend:

ns – not significant ( $p > .05$ )

\* - significant ( $p < .05$ )

**Difference on the Satisfaction Level of ISCOF-SEC Employee on the Products and Services provided by ISCOF-SEC Bagsakan Center when the respondents are classified as to Gender**

Mann-Whitney U-test result in table 8 revealed that no significant difference existed in the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center when classified as to gender as reflected in the Mann-Whitney U-test result were higher than .05. Hence, gender does not significantly influence one's satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center. Table show that no significant difference on products which is ( $sv=.85$ ), services ( $sv=.45$ ) and personnel's performance ( $sv=.19$ ).

Therefore, the null hypothesis which states that there is no significant difference in the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center, is not rejected.

Robert J. Fisher and Laurette Dube (2005) a journal of consumer research entitled Gender Differences in Responses to Emotional Advertising: A Social Desirability Perspective; revealed that males' and females' private responses were not significantly different, and females' were invariant across social context and type of ad.

Table 8. Mann-Whitney U-test result showing the difference on the satisfaction level of ISCOF-SEC employee on the product and services provided by ISCOF-SEC Bagsakan Center when the respondents are classified as to gender

Category	Gender	N	Mean Rank	Sum of Ranks	Sig.(2-Tailed)
Products	Male	18	20.86	375.50	.85 <sup>ns</sup>
	Female	22	20.20	444.50	
Services	Male	18	19.06	343.00	.45 <sup>ns</sup>
	Female	22	21.68	477.00	
Personnel's Performance	Male	18	18.42	331.50	.19 <sup>ns</sup>
	Female	22	22.20	488.50	

Legend:

ns – not significant ( $p > .05$ )

\* - significant ( $p < .05$ )

**Difference on the Satisfaction Level of ISCOF-SEC Employee on the Product and Services provided by ISCOF-SEC Bagsakan Center when the respondents are classified as to educational attainment**

Kruskal Wallis test result in table 9 revealed that there is significant difference existed in the satisfaction level of ISCOF-SEC employee on the services provided by ISCOF-SEC Bagsakan Center when classified as to educational attainment.

Table shows that no significant differences existed in products and personnel's performance ( $sv=18$ ) and ( $sv=32$ ) respectively. However significant difference existed in the services ( $sv=.04$ ).

Therefore, the null hypothesis which states that there is no significant difference in the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center is rejected.

Table 9. Kruskal Wallis Test result showing the difference on the satisfaction level of ISCOF-SEC employee on the product and services provided by ISCOF-SEC Bagsakan Center when the respondents are classified as to educational attainment

Category	Educational Attainment	N	Mean Rank	Sig. (2-Tailed)
Product	College Level	24	21.08	.18 <sup>ns</sup>
	Master's Degree	12	16.63	
	Doctorate Degree	4	28.63	



Services	College Level	24	21.15	.04*
	Master's Degree	12	15.54	
	Doctorate Degree	4	31.50	
Personnel's Performance	College Level	24	20.77	.32 <sup>ns</sup>
	Master's Degree	12	18.13	
	Doctorate Degree	4	26.00	

Legend:

ns – not significant ( $p > .05$ )

\* - significant ( $p < .05$ )

In order to identify between what levels of education the significant differences existed in the services of ISCOF-SEC Bagsakan Center. Following discussion and computations were made in table 10, 11 and 12 using the Mann-Whitney U-test.

Data in Table 10 using Mann-Whitney U-test result were higher than .05. Data shows ( $sv=.13$ ) indicates that no significant difference existed on the services of ISCOF-SEC Bagsakan Center between college level and master's degree of education.

Table 10. Mann-Whitney U-test result showing the difference on the satisfaction level of ISCOF-SEC employee on the services provided by ISCOF-SEC Bagsakan Center when the respondents classified between College level and Master's Degree

Category	Educational Attainment	N	Mean Rank	Sum of Rank	Sig. (2-Tailed)
Services	College Level	24	20.31	487.50	.13 <sup>ns</sup>
	Master's Degree	12	14.88	178.50	

Legend:

ns – not significant ( $p > .05$ )

\* - significant ( $p < .05$ )

Data in Table 11 using Mann-Whitney U-test result were lower than .05. Data shows ( $sv=.04$ ) indicates that there is significant difference existed on the services of ISCOF-SEC Bagsakan Center between college level and doctorate degree of education.

Table 11. Mann-Whitney U-test result showing the difference on the satisfaction level of ISCOF-SEC employee on the services provided by ISCOF-SEC Bagsakan Center when the respondents classified between College level and Doctorate Degree

Category	Educational Attainment	N	Mean Rank	Sum of Rank	Sig. (2-Tailed)
Services	College Level	24	13.33	320.00	.04*
	Doctorate Degree	4	21.50	86.00	

Legend:

ns – not significant ( $p > .05$ )

\* - significant ( $p < .05$ )

Data in table 12 using Mann-Whitney U-test result were lower than .05. Data shows ( $sv = .03$ ) indicates that there is significant difference existed on the services of ISCOF-SEC Bagsakan Center between master’s degree and doctorate degree of education.

Table 12. Mann-Whitney U-test result showing the difference on the satisfaction level of ISCOF-SEC employee on the services provided by ISCOF-SEC Bagsakan Center when the respondents classified between Master’s Degree and Doctorate Degree

Category	Educational Attainment	N	Mean Rank	Sum of Rank	Sig. (2-Tailed)
Services	Master’s Degree	12	7.17	86.00	.03*
	Doctorate Degree	4	12.50		

Legend:

ns – not significant ( $p > .05$ )

\* - significant ( $p < .05$ )

According to Sivesan Sivanandamoorthy (2013) entitled Personal Demographical factors and their Influence on Customer Satisfaction from Customer Perspective; There is no significant difference between personal demographic factors such as gender and marital but there exist significant difference in among age, income and education level on service quality. So variables have significant effects on customer satisfaction.

**Difference on the Satisfaction Level of ISCOF-SEC Employee on the Products and Services provided by ISCOF-SEC Bagsakan Center when the respondents are classified as to employment status**

Mann-Whitney U-test results in Table 13 revealed that no significant difference existed in the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center when classified as to employment status. Mann-Whitney U-test results were higher to .05. Data shows ( $sv = .94$ ) for products, ( $sv = .59$ ) services and ( $sv = .37$ ) for personnel’s performance.

Therefore, the null hypothesis which state that there is no significant difference in the satisfaction level of ISCOF-SEC in the products and services provided by ISCOF-SEC Bagsakan Center in not rejected.

Frey, Bayon and Totzek (2013) purported employee retention was determine by employee job satisfaction, which in turn can be affected by customers satisfaction with the service received. Their research entitled How Customer Satisfaction affects Employee Satisfaction and Retention in a Professional Service Context finds out three (3) major managerial implications. First, investments into client satisfaction might pay off double by enhancing revenues and profit on one hand. Second, positive client feedback has positive effect on employee satisfaction and recognition. Third, these results suggest that marketing and human resource issues are intertwined in professional services firms.

Table 13. Mann-Whitney U-test result showing the difference on the satisfaction level of ISCOF-SEC employee on the product and services provided by ISCOF-SEC Bagsakan Center when the respondents are classified as to employment status

Category	Employment Status	N	Mean Rank	Sum of Ranks	Sig. (2-Tailed)
Product	Permanent	20	20.38	407.50	.94 <sup>ns</sup>
	Contractual	20	20.63	412.50	
Services	Permanent	20	21.43	428.50	.59 <sup>ns</sup>
	Contractual	20	19.58	391.50	
Personnel's Performance	Permanent	20	21.80	436.00	.37 <sup>ns</sup>
	Contractual	20	19.20	384.00	

Legend:

ns – not significant ( $p > .05$ )

\* - significant ( $p < .05$ )

## CHAPTER V

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents the summary, findings, conclusions, and recommendations.

#### Summary

This descriptive study was conducted to find out the satisfaction level of ISCOF-SEC employee on the products and services provide by ISCOF-SEC Bagsakan Center.

Specifically, this aimed to determine the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center when taken as an entire group and when classified as to age, gender, educational attainment and employment status.

The respondents were the forty (40) available customers of Bagsakan Center enumerated as the faculty and staff of the college conducted last December 4-6, 2017. Availability technique was used in choosing the respondents. Using the utilized, and validated data-gathering instrument adapted from the Satisfaction Survey form of Iloilo State College of Fisheries San Enrique Campus (ISCOF-SEC) that was revised and developed by the researcher to gather the satisfaction level of ISCOF-SEC Employee on the products and services provided by ISCOF-SEC Bagsakan Center.

#### Findings

1. After conducting this study, the researcher finds out that the customers were “satisfied” with the products, “highly satisfied” with the services and also “highly satisfied” with the personnel’s performance. Overall result the satisfaction level of the customers of ISCOF-SEC Bagsakan Center enumerated as the faculty and staffs were “highly satisfied“ of the products and services offered by ISCOF-SEC Bagsakan Center

2. This study reveals the result that, among three (3) categories the products, services and personnel's performance, ISCOF-SEC employee who were classified as to Age (30 and below) considered young (31 and above) considered old were both "highly satisfied" of the products and services provided by the ISCOF-SEC Bagsakan Center. Next, Employee who were classified as to gender in all three (3) categories the products, services and personnel's performance, male and female employees were also "highly satisfied" of the products and services provided by college enterprise. In addition, employee who were classified as to educational attainment reveals that college level and doctorate degree, employees were "highly satisfied" of the products, services and personnel's performance provided by ISCOF-SEC Bagsakan Center. However, master's degree employees were "satisfied" of the products yet "highly satisfied with the services and personnel's performance provided by ISCOF-SEC Bagsakan Center. Lastly, when classified as to employment status, of all three (3) categories the products, services and personnel's performance employees rated as "highly satisfied" of the products, services provided by ISCOF-SEC Bagsakan Center.
3. There is no significant differences existed on the satisfaction level of ISCOF-SEC employee on the products and services provided by ISCOF-SEC Bagsakan Center when the respondents are classified as to age, gender and employment status. However, significant differences existed when respondents are classified as to educational attainment.

## Conclusions

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

1. ISCOF-SEC employees as the primary customers of ISCOF-SEC Bagsakan Center appeared to be "highly satisfied" of the products and services provided. It is believed that satisfaction occurs when a product or service is better than expected.
2. In this study age, gender and employment status were the factors found not significantly influence one's satisfaction level of the product and services provided. It may therefore understand whether one is young or old, male or female, permanent or contractual one's satisfaction may remain the same with his or her constituents.

Nevertheless, educational attainment was the factor found to positively and significantly affect satisfaction level on the products and services provided by ISCOF-SEC Bagsakan Center.

## Recommendation

Based on the findings and conclusion of the study, the researcher recommends the following

6. Knowing the result of the satisfaction level among the customers, Personnel of ISCOF-SEC Bagsakan Center were lightened up and realize how important their customers are that will help develop more strategies and techniques in maintaining happy customers and leveling up their customer's satisfaction to boost up over all profitability of the business. In addition personnel should adjust and understand every customer's attitude, be friendly and be open-minded with one's opinion to avoid conflict to maintain the positive image of the business.
7. With the findings as guide, to further improve personnel's performance, ISCOF-SEC Bagsakan Center should engage their personnel's with several trainings and seminars to improve customer care and services as well as improve marketing strategies to encourage more customers.
8. Through the study, personnel should value their customers maintain his or her good behavior and harmonious relationship with them in order to maintain customer retention and loyalty.

9. With this study as basis and reference, future researcher may use the result as guide of information that they can use in their study and to further enhance their knowledge and leanings about the importance of every customers in every business organizations.

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## APPENDICES

Date: \_\_\_\_\_

Dear Respondents:

The undersigned wish to conduct a study on “Satisfaction Level of ISCOF-SEC Employee on the Product and Services provided by ISCOF- SEC Bagsakan Center” in partial fulfillment for the requirements for the degree of Master in Business Management. This study aims to measure the satisfaction level of ISCOF-SEC employee on the products and services provided by the College Enterprise.

Please rate the products as well as the services you received from the In-charge Personnel/Staff. Your responses will be kept strictly confidential.

Please follow the direction correctly.

Thank you very much and God bless.

Very truly yours,

**RODELYN P. PADIOS**

Researcher

**QUESTIONNAIRE ON SATISFACTION LEVEL OF ISCOF-SEC EMPLOYEE ON THE PRODUCTS AND SERVICES PROVIDED BY ISCOF-SEC BAGSAKAN CENTER**

**Part I. Personal Information**

Name(Optional): \_\_\_\_\_

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Educational Attainment: \_\_\_\_\_

Employment Status: \_\_\_\_\_

**Part II: Level of Satisfaction among the customers of ISCOF –SEC Bagsakan Center.**

**Direction:** The following statements will determine the customer’s level of satisfaction. Please indicate your honest assessment whether you are satisfied or not with the products and services by putting a checkmark on the space provided.

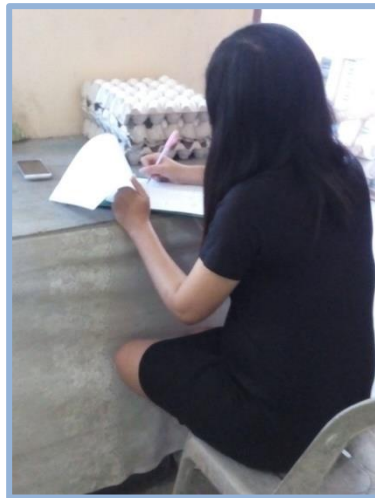
The respondents will use the following rating scales:		
5	Highly Satisfied (HS)	Very happy and contented of the Products and services provided by Bagsakan Center.
4	Satisfied (S)	Happy and contented of the Products and Services provided by Bagsakan Center.
3	Moderately Satisfied (MS)	Moderately happy and contented of the products and services provided by Bagsakan Center.
2	Unsatisfied (US)	Unhappy and not contented of the products and services provided by Bagsakan Center.
1	Highly Unsatisfied (HUS)	Very unhappy and not contented of the products and services provided by Bagsakan Center.

CATEGORY	STATEMENTS	5	4	3	2	1
<b>PRODUCTS</b>	1. The price/value of the products					
	2. Packaging					
	3. Promotion and strategies in marketing					
	4. Variety					
	5. Overall quality					
	1. Delivery service					
	2. Fairness in dealing with the customers					

<b>SERVICES</b>	3. Promptness in dealing to customers request					
	4. Response to inquiries					
	5. Overall quality					
<b>PERSONNEL'S PERFORMANCE</b>	1. Courtesy					
	2. Friendliness					
	3. Helpfulness					
	4. Knowledge					
	5. Professionalism					

**PICTURES**

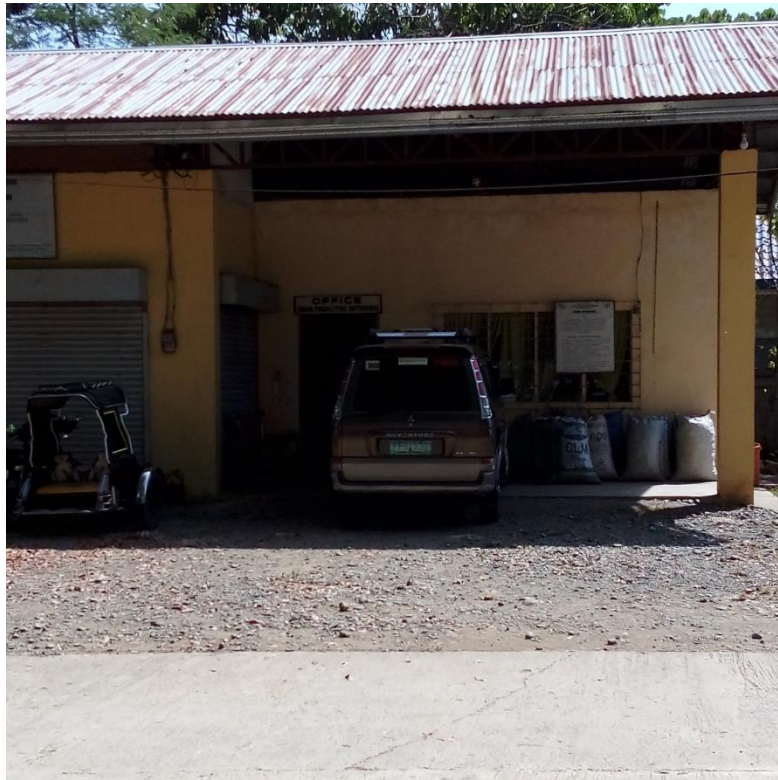
Respondents during the conduct of the study







**Office of Productive Enterprise also known as “Bagsakan Center”**



**AGRICULTURAL PRODUCTS OFFERED BY ISCOF-SEC BAGSAKAN CENTER**

### Commercial Eggs



### Quail Eggs





**Fruits and Vegetables**



### Chicken Dress and live chicken



### Vermi Cast



**Personal Data**

Name: Rodelyn P. Padios  
Date of Birth: January 28, 1993  
Home Address: Brgy. Cubay, San Enrique, Iloilo  
Gender: Female  
Civil Status: Single  
Citizenship: Filipino  
Religious Affiliation: Roman Catholic

**Family Background**

Mother's Name: Ana Rosario P. Padios  
Father's Name: David L. Padios

**Educational Background**

Elementary: Cubay Elementary School  
San Enrique, Iloilo  
Secondary: San Enrique National  
Comprehensive High School  
San Enrique, Iloilo  
Tertiary: Iloilo State College of  
Fisheries San Enrique Campus  
(ISCOF-SEC) San Enrique, Iloilo