

**SERVICE QUALITY AND CUSTOMER SATISFACTION
AMONG SELECTED COMPUTER SHOP
IN PANABO CITY**



A Thesis
Presented to the Faculty of
UM Panabo College
Panabo City



In Partial Fulfillment
Of the requirements for the Course
Marketing Research
(Mktg. 222)

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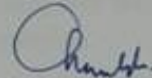
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ACCEPTANCE SHEET

This thesis entitled "**SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG SELECTED COMPUTER SHOPS IN PANABO CITY**" prepared and submitted by **Angelito B. Calulot, Robert P. Latras and Prince William R. Tortal** in compliance with the requirements in the Research Subject under the **Department of Accounting and Business Management Education**, UM Panabo College, Panabo City is Hereby accepted.



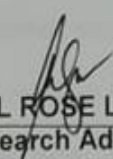
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APPROVAL AND ENDORSEMENT SHEET

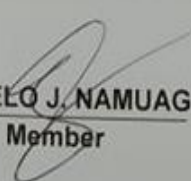
This thesis entitled "SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG SELECTED COMPUTER SHOPS IN PANABO CITY" prepared and submitted by **Angelito B. Calulot, Robert P. Latras** and **Prince William R. Tortal** in partial fulfillment of the requirements for the course Marketing Research, has been examined and accepted, and is hereby endorsed.



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Accepted and Approved, after examination during the final defense as per requirements of Marketing 222 (Marketing Research).

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ABSTRACT

The study aimed to determine the relationship between service quality and customer satisfaction among selected computer shops in Panabo City. The independent variable of the study was service quality. The indicators of service quality are reliability, responsiveness, assurance, empathy and tangibles. On the other hand, the dependent variable of this study was customer satisfaction. The researchers used the descriptive correlation method and random sampling in determining the number of respondents and the statistical tools using the study were Mean and Pearson-r. The result of the computation using r-value is 0.096 associated with the significant value of 0.50 which is greater than the alpha of 0.05. However, there is no significant relationship between service quality and customer satisfaction among selected computer shops in Panabo City. It implies that the service quality in terms of reliability, responsiveness, assurance, empathy and tangibles. Has no impact in customer satisfaction. In other words, service quality could not affect the customer satisfaction of the selected computer shops in Panabo City.

Keywords: *Service Quality, Customer Satisfaction, among selected computer shops in Panabo City.*

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-The Researchers

DEDICATION

I would like to take the opportunity to thank the people behind this success. First, to my dear parents, for their hard work and sacrifices and for their unending support financially and emotionally. Secondly to my Auntie Mates for the love and care and for always been my source of motivation. Thirdly, to my group mates, for their cooperation and supports to make this study a successful one. You're my source of strength to fight till the end. Thank you so much and God Bless.

- Angelito B. Calulot Jr.

Every challenging work needs self-efforts as well guidance of elders especially those who were very close to our heart. My humble effort I dedicate to my loving parents, whose affection, love, encouragement make me to get such pride and honor, along with hard working and supportive teachers. Thank you so much and God Bless.

-Robert P. Latras

I would like to extend my sincere, Thank you to our Almighty God, for giving me enough strength, knowledge and wisdom in order for me to push beyond my limits and able to finish this research paper. For all my mentors for believing in my ability. Lastly, to all my family especially to my Mother Ida R. Tortal, for all the support she always gave to me, to my friends, co workers, and superiors who never give up in believing in me. You're my source of strength to fight till the end and above all to Almighty God, for giving me patience to be able make successful. I dedicate to you. Thank you so much. God Bless and more power

-Prince William R. Tortal

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Chapter 1

THE PROBLEM AND ITS SETTING

Background of the Study

In years passing by the globe has seriously remaking many changes in the world of business. The development of technologies such computers had given a big impact for the people around the world. As today many computer shops competes in different countries by creating the best service for the satisfaction for their customers. But many computer shops don't satisfies many customers because of their high cost of internet variability and shortage of contacts of signals.

In Nigeria, some problems in their computer shops was on the high cost of computer maintenance, slow celerity connection and non well-functioning computers. Most of their computers are not updated and had old models and there are some times discontinues electricity black outs. And most of their printers and air cons don't function's well (Haddad, 2002). It dissatisfy to their customers.

In Manila, some of the problems of their computer shops is in their employees. Even the government had given a policy that in school time no students can't play at their shop. Because of lack of security cameras the employees let their student friends to play at the shop and it leads customers to leave the shop because of the unfairness of employees. And some customers don't satisfied because of lack of customer care and comfort and get dissatisfaction (Morada, 2010).

In Panabo City as per interview of the customer of the computer shop in Panabo City. Most of the problem with their shop is in the facility and not functioning operating system or software well are the common problems of their shop. Their service needs for effective and efficient fast software and to serve fast in their establishment to respond to those problems they commonly encounter and meet the customer needs.

With the abovementioned challenges encountered by the computer shop owners, the researchers are motivated to conduct the study. To get the result on how service quality affects customer satisfaction.

Statement of the Problem

The study aimed to determine the relationship between the service quality and customer satisfaction of the selected computer shop in Panabo City. Specifically, this study sought to answer the following questions:

1. What is the level of service quality of the chosen computer shop in Panabo City in terms of:
 - 1.1 Reliability;
 - 1.2 Responsiveness;
 - 1.3 Assurance;
 - 1.4 Empathy; and
 - 1.5 Tangibles?
2. What is the level of customer satisfaction on the selected computer shop in Panabo City?
3. Is there a significant relationship between the service quality and customer satisfaction of the chosen computer shop in Panabo City?

Hypothesis

The null hypothesis of this study is tested at 0.05 level of significance which states that there is no significant relationship between service quality and customer satisfaction among selected computer shops in Panabo City.

Theoretical and Conceptual Framework

This study is anchored in the theory of Nasution (2010), who stated that service quality affects customer satisfaction by providing service and response to the need and wants through reliability, responsiveness, assurance, empathy, and tangibles for the customers.

This theory is supported by Izogo & Ogba (2015) service quality has been linked to organizational performance in most of the service sectors since the past several decades while service quality has an important part in the development of customer satisfaction.

Shown in the Fig. 1 the independent variable is service quality with the indicators of reliability, the ability to perform the service which is promised with reliable and accurate; responsiveness, willingness to help customers and provide services quickly; assurance, knowledge and courtesy of employees and their ability to generate trust and confidence; empathy, a willingness to care, providing personal attention to customers; and tangibles, the appearance of physical facilities, including the equipment, personnel, and communication materials. By these indicators, it can help the service quality to provide an excellent service to meet customer satisfaction.

INDEPENDENT VARIABLE

DEPENDENT VARIABLE

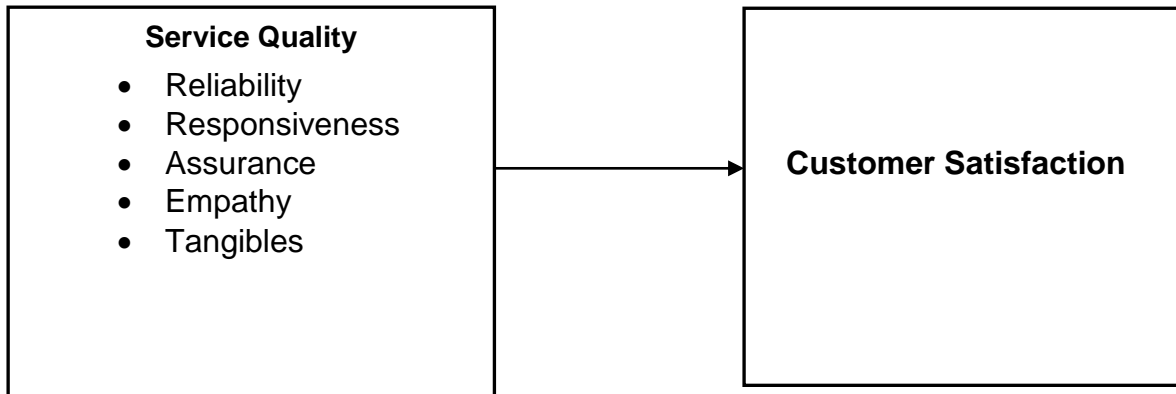


Figure 1. The Conceptual paradigm showing the variables study

Significance of the Study

The outcomes of the study will provide insights and valuable contributions to the following:

Owner. The result of this study will help them address issues on service quality and customer satisfaction.

Customers. The result of this study will aid them in making decisions and help them to improve their services.

Researcher. This study will be a guide for the business student who will pursue research relative to the framework of this study.

Definition of Terms

This section some of the terms used in this study are conceptually & operationally defined to convey the meaning intended by the researcher to establish a standard frame of reference.

Service Quality. It refers to the service delivery that should be fulfilled to the customer's needs and perceptions (Baker, 2002), in this study service quality is referred to as how the computer shop serves their customers in terms of reliability, responsiveness, assurance, empathy and tangibles.

Customer Satisfaction. It refers to the feeling of the customer feels that the service has been offered meets the customer's expectation (Tan & Xie, 2000). In this study, it refers by providing outstanding positive feelings of the customers when the service is delivered.

Chapter 2

REVIEW OF RELATED LITERATURE

Readings from the different sources here in Phillipines and abroad are summarized by the topics and at this moment presented to provide better background insights.

Service Quality

As stated by Shahin (2003), the flexibility of applying the service quality model in the service sedulity by stating that regular quality has a scientific basis, it can apportion to give better service by distinguishing powers and commodity about the dimensions of service quality organizations.

Likewise Oyelaran & Lal (2005), unless a responsible communication network is attainable, internet service providers are not anticipated to invest a computer shop. Also, it is equally framework, that include long distance and satellite communication. A secure national and global connection is a must for the sophisticated functioning of the internet at the end-user.

However, Xu, Malhotra, Ren & Schlame, (2006), service quality is the phase to which customer's keenness and anticipation of a particular service deviate from each other and direction. So, computer shops have to base on supplying customer's a highest possible decent level of equality services.

Nevertheless, Kasper, van Heldsdingen, & Gabbot, (2006), invoking a competitive bulge for the organization by outraging customer's from competitors, is one of the possible benefits from a high-quality service. There

is no motivation for customer's to blotch regardless of simmer tactics, if the service delivered is felt to be equal or higher quality than that of competitors.

Hence Grönroos (2007), "The total perceived service quality", is focused on a model that has a similarity between customer anticipation of the service and their proficiency of the service they have taken before.

Moreover, Grönroos (2008), discuss that when a customer has a little prior expertise of the service, the expertise are often shaggy. The theory means that the customer needs but cannot state what it is.

Besides, the customer might not precisely know what type of solution it is looking for or even what problem it has, just that it has one. As such, also though the customer cannot state what it is looking for, it still expects to receive it.

Through that Little & Little (2009) stated that customer's assess service quality based on what they were thinking about the computer shops product immolation because of two-dimensional service quality concept, it is a restricted quality of the service act dimension, (pertaining to what has provided) or how well the service meet customer expectation and as pledge or what the customer takes in the end or what is endeavored.

In addition Kotler & Keller (2009), points out that service is any routine or interpretation that can be served to customer's by one computer shop to another and pointed it's unreal character. Service can be presented to goods, but also cannot be peered with.

An explanation of Adenuga & Ayodele (2011), on service quality, comes from multi-elements, it may be imposed based on the distinctive of service delivery system, the level of customer gratification and the relations of the service meeting the various legates of the service system.

Reliability. Service quality is also defined by Musaba & Hoabeb (2014), that as global dominant relating to the assumption of the service. Confirming by what the service release which is the result and is estimated after the performance, and how the service is delivered, the operation and is evaluated during delivery is the advantage of the service. The ability to accomplish service responsibly and correctly is reliability.

Some organizations tend to oversell their services. Evans, O'Malley & Patterson (2004), organizations must have confidence in their service provider's capability and enthusiasm to keep their promises, for customers to rely in their service provider. With this, service providers ought to undertake of using diversity of means to communicate to customer's effectively regarding new rates for calls, justification for delay services and technical problems in network connectivity.

In the study of Brink & Berndt (2005), that computer shops must supply the customer with accurate service, it signifies through advertising and it must convey what is guaranteed in a particular time set out within the adjured time frame. It will rectify the perceived quality of the customer experiences, if service delivery is done accurately.

Whereas for Edvardson (2005), trustworthiness has similarity with customer relation factors as the heartstrings of delivering effective customer

services that featured how customers would want to be shafted and delighted by the service provider.

Lovelock & Wirtz (2011) define reliability as the competency to perform effectively, exactly and accordantly. Reliability is also about performing the service right the first time, this factor is the most important to customer's.

The literature of Pather & Usabuwera (2010) has emphasized some of the key main factor identified, in the literature that nurture effective relation between staff of service providers and customer's are trust and reliability, also effective communication and friendliness.

With the precedent studies of the authors above have not dealt with Yeo (2008) who stated that the distinctness between the covenant and delivery is mostly the result of incorrect communication from advertisement and expositions. Leading to grand promises like fast internet correlation that misinterpret their actual implicit and condition, some computer shops tends to sell too much of their services.

Proliferation to this, Al-alak (2009) commended that the uniqueness of most services the customer is present in the delivery process, which means that the insight of quality is affects influenced not only by the service result but also by the service procedure itself. The perceived quality lies long as ideal condition lies at the other end.

Furthermost, Agresti & Finlay (2009) also mention that the means must have both sensibility and reliability that is defining what is proffered to

measure and properly reflecting the concept of being reliable in the sense that a subject will contribute the same reaction when asked again.

Responsiveness. It is the enthusiasm to help and respond to customer's need. Computer shops must give their customer their deficit courses and supplying programs that are significant to the business. For Delgado & Ballester (2004) responsiveness service quality affects to the aptitude of the computer shop to help its customers in providing them a better quality and fast service. It was very significant dimension, for the reason that every client feels more distinct if they get the best possible quality in the service.

Studied by Bowie & Buttle (2004) men and women have different needs and wants, they are anticipated to be concern and perceive in advance on service quality differently to react, because there are some retainer that is rapid of responding and delighting some female customer's than males.

In addition to this, Dale (2007) added responsiveness as the eagerness to hand customers and to give prompt service continually. Sometimes, this service may be out of the extent of usual operating hour.

In the assessment of Wilson (2008) the length of time a customer has detention to be supported, answers to questions or absorption to problems. The odds of flexible and suitable to personalize the service to customer need. Replicate customer's point of view, not companies.

This view is supported by Kumar (2009) also holds understanding the needs and requirements of the customer, easy operation time, individual

attention given by the employees, attention to the problem and customer's security in their dealings.

In the same vein, Pather & Usabuwera (2010) stated that some of the key factors distinguished in the literature that cultivates effective interaction. Employees of service providers and customers are faith and reliability, effective communication and friendliness.

Similarly, Bateson & Hoffman (2011) responsiveness reflects a service firm's fidelity to provide its services immediately. Like, the responsiveness dimension concerns the eagerness and readiness of employees to provide a service at their customers.

The definition of service is all business activities, Bitner (2013) mention that output is not a physical product or construction is widely used at that it is produced, it also gives additional value in forms, such as accommodation, entertainment, and comfort.

It is concluded by, Lee (2012) that the perception of responsiveness between female and male customers creates significant difference in their shop. That specifically it is the female customers who are likely to be concerned with responsiveness rather than mature male customers.

Assurance. The term means that customers want to lean on polite and knowledgeable employees who implicit trust and confidence. On the most basic level, Vassallo (2003) also mention precisely points out that when customers pay for a service, the employees anticipate exact level of quality that forms of the trade is given.

As noted by Marshall (2003) this is specifically apparent to professional services, which does not have the demand knowledge in the service given. Given this hardness in evaluating services, customers based their imposition on the competence of a service provider how effective or confident in performing the needed services.

Similarly, Srikanthan (2004) pretension that no service quality management process could be successful without the going involvement of constant employees, efficient quality management needed the collaborative intelligence and attention of many customers in a computer shop.

In the same vein, Vitkienė (2004) also refer to the above, the first objection of assurance in the computer shop quality service, which takes about the relationship of the computer shop to their customer.

Also, Delgado & Ballester (2004) mention, if the customers are not satisfied with the service provider, the possibilities of it was there would not come back again to the computer shop to purchase a service or product.

The idea was supported by Arasli, Mehtap-Smadi & Katircioglu (2005) they identify the assurance of the company as a product or service provider learn how would the customer gain trust and confidence in times of problems or conflict inside the computer shop which they can evaluate the company's service.

To Wilson (2008) this part of the business was a necessity when customers think that service is in the right risk regarding to their capacity to

evaluate the result. The computer shop has to find ways to gain trust and loyalty between the shop and customers.

In the same perception, Yeo (2008) states that the capacity of staff to inspire confidence and trust, evaluation of high or low service quality greatly hang on how the customers feel the actual performance base on their expectancy. The level of patience in service standards across all was, like for example the more critical the sector, the smaller the site of understanding customers willingness to qualify the expectation of service.

Empathy. Hodges & Klein (2001) give obvious advantage of both individual and society in all level by let the customer equal their behavior and care for the other, it also has cost in terms of sustaining extended self that connect to others.

Almost every paper has been written by Carlozzi, Bull, Stein, Ray, & Barnes (2002) the former views as an essential ability to feel inner life while hold that there is latter views empathy communication skills.

On the other hand, Halpern (2003), states that empathy is the action of understanding and communication can be created. They are extreme in developing ideas and solutions, in problem. Solving proper communication and to prevent problems. Empathy is a significant qualification, with all customers should make progress and continue with their life.

As noted by, Pedersen (2007) explained that to blench, to disconnect from your personal feelings and to explain that the ability to understand.

Similarly, Keen (2007) found that part with taking cares of customers, it means to confess other feelings these convicts to be able to give in the emotional experience or customers with becoming part of it.

Yet, Grönroos (2007) carry the factors like as individual attention if the company has the best of the customer at their heart, conclude the specific needs of the customers and accessible operating hours.

A last, Hemmerdinger (2007) also cited that it is undisputed that hearing is an imperative communication capacity. It isn't a chronic characteristic of all human beings, and people have to work further in this area to control their behavior, not to intrude in all discussions and not to offer their opinion when it is not applicable.

Tangibles. Brink & Berndt (2005) mentioned that this extent refers to the equipment, facilities and material with must replicate positively on the organization. The aspect also consist the appearance of employees. The difficulty for computer shops is to elevate that service design such as its content, delivery and application to meet the anticipation of their customers properly.

As Grönroos (2007) states, that touchable are about facilities equipment, labor and communicate tools. Tangibles measurement incorporates physical facilities, equipment, personnel, and communication material and if the employees shows neat, functional quality and technical quality.

For Goetsch & Davis (2003) there is a huge number of published that characterize the appearance, knowledge and attitudes of a computer shop employees also affect the level of contentedness that customers experience. Customers will construct relationships with the employees in a computer shop, who are acquainted professional in appearance and positive such relationship elevates faithfulness.

Even so, no matter how satisfied customers are with a product or service, if they don't like an organization's personnel, they are likely to deflect to the competition.

With this, Kamel & Assem (2003) established that in terms of customer service, the results indicated that the most dangerous factor that would lead to customer's happiness and would attract them to go many times to the same computer shop is a right relationship with the employees. Beside, customize desktops and available free personal storage space. Correspondingly, the customers want more privacy, more space, smoking areas, and refreshments to be delivered in the computer shop. Furthermore, with that issues such as immediacy from home, the comfort of seating, snacks and the availability of parking lot are also significant.

In the same time Bravo (2009) in his book, salable image and reputation is regarded and advantage delivery of the computer shops service a chance to differentiate itself dreaming to maximize their market share, profits, attracting new customers retaining existing ones, neutralizing the competitors actions are above all their achievements and survival in the market.

And Lastly, Osotimehin (2015) also mention that service providers who are the employees from different departments of the shop believed that service quality must involve a good employee attitude, hygienic. Closeness for customers and making sure that every individual gets good attention, good communication skills and endeavoring to meet customer's needs.

Customer Satisfaction

In the research of, Williams (2000) that customers are conditioned by their needs, and increasingly expect to take excellent service. "When service truly satisfier, it enrich the quality of our lives, and we want more of it, and as the level rise, we are less often shocked by excellent service. We stipulate faster and better service and are loyal to computer shop that accordantly provides highest level of service.

Also, Kandampully (2000) pleaded that the management of these customer expectations, it is also important concept in computer shops for product and services programmed to match and surpass those expectation.

Time and costs also affect customer satisfaction, and a prompt reaction can be essential for satisfying the customer. Maxham (2001) discusses that if circumstances in service delivery go on the result can be that customers have to wait.

Furthermore, Andreassen (2001) stated that customer satisfaction could be seen as a determinant where anticipations and expertise are measured. Most service retrial started with a customer grievance. A service

failure is when delivery does not meet customer expectations. The aspiration of service delivery is to move customers from dissatisfaction to satisfaction.

However, Goetsch & Davis (2003) alleged that all of these factors are important to customers. The customer's interaction with the organization and how this interaction is measured are essential. Making a good product or service is not enough; customer satisfaction will also be affected by how effectively, courteously and promptly customers are served. Some of the employees don't have any proper pieces of training and seminars on how to help well to their customers.

Corresponding to this idea, Minor (2004) also set forward that the environment impacts the customer's satisfaction. For instance, it will really affect the customer's delight in the surrounding in a computer shop is not pleasant and very hot.

It was added by Brink & Berndt (2005) that to enact activities with the customer's best interest in mind so that their customers will be please, the computer shop and its employees must try to think the customer's problem

Similarly, Tam (2005) researched that it is extremely important for success in influencing customer satisfaction to know how customer expectations elaborate and update even if the term expectation is indefinite and difficult to interpret in surveys.

Also, Gibson (2005) added, initiated a study that satisfied customers become replicate purchases of a product while taking their part to spread

positive word of mouth. Meaning, it is essential to understand what factors influence customer satisfaction to make products or service.

To support this theory of Gibson, (Retnowati, 2009) states that the quality of service influences customers satisfaction, if the customers will be satisfied with their expectations they will go back to the computer shop every time they want.

On Grigoroudis & Siskos (2010) research the stated that customer gratification measurement was initially reasoned as a problem of consumer behavioral analysis, it will affect the service of a company and its employees.

Lastly, Kotler (2012) also mention that if the services are just obedient of what the customers had expected, the customers will be pleased with what the services had given. So the services that meet's the customer's satisfaction will provide an optimistic influence on customer's satisfaction. So the service that customers expected to be positive had greater impact on their satisfaction and so does the other way.

The service quality is a important aspect in all kind of the business, the indicators, reliability, responsiveness, assurance, empathy and tangibles, are very important to be learn of the employees to have a better service to the customers, and to get the satisfaction of a customer.

Chapter 3

METHOD

This chapter comprises the discussion of research design, research subject, research instrument, data gathering procedures and statistical treatment of data.

Research Design

The researchers used the descriptive-correlation method. This study used descriptive method since it is designed to render the level of two variables that maybe unethical or impractical to test experimentally and it allows the researcher to see quickly if there is a relationship between the two variables.

As to Kotowicz (2007) stated that this study is descriptive because new theories are discovered and presented that intended to deeper understanding of a given situation starting with conceptualizing and particularizing the problem to show the relationship between service quality and customer satisfaction among selected computer shops in Panabo City.

Research Subject

The respondent of this study were the selected 50 customers in selected computer shops in Panabo City who answered the questionnaires which allows researchers to determine the level of service quality and customer satisfaction among selected computer shop in Panabo City. This study used conventional sampling in determining the number of respondents

among computer shops. Out of approximately 27 internet shops, there were only five (5) computer shops on the said endeavour.

Research Instrument

The research instrument used in determining the respondent's response in the independent and dependent variables is an adopted questionnaire from the study of Temba (2013). The questionnaire consists of two parts: part one pertains to the extent of service quality to the business, and part two refers to the assessment of the customer satisfaction of the internet cafe, which was validated by an expert. The respondents were asked to the single selected choice on the range of 5 to 1 for the two parts.

Table 1
Distribution of Respondents

Computer Shops	Respondent Customers
Computer Shop 1	10
Computer Shop 2	10
Computer Shop 3	10
Computer Shop 4	10
Computer Shop 5	10
Total	50

To determine the level of service quality among selected computer shops in Panabo City, the following rating scales were used:

Scale	Descriptive Equivalent	Interpretation
4.21 – 5.00	Very High	This means that service quality is always observed.
3.41 – 4.20	High	This means that service quality is often observed.
2.61 – 3.40	Moderate	This means that service quality is sometimes observed.
1.81 – 2.60	Low	This means that service quality is less observed.
1.00 – 1.80	Very Low	This means that service quality is not observed.

To determine the level of customer satisfaction among selected computer shops in Panabo City, the following rating scales were used:

Scale	Descriptive Equivalent	Interpretation
4.21 – 5.00	Very High	This means that customer satisfaction is very satisfactory.
3.41 – 4.20	High	This means that customer satisfaction is satisfactory.
2.61 – 3.40	Moderate	This means that customer satisfaction is fair.
1.81 – 2.60	Low	This means that customer satisfaction is less satisfactory.
1.00 – 1.80	Very Low	This means that customer satisfaction is not satisfactory.

Data Gathering Procedures

The process of conducting the study involved the following steps:

Initial Interview. The researchers asked from the licensing office in Panabo City of the owners of the selected computer shops to address the letter requesting permission to conduct a study.

Seeking Permission to Conduct the Study. The proponents sent a letter asking permission to the owner or manager of internet shops to conduct the study.

Validation of the Instrument. The questionnaire was validated by experts assigned to this study.

Administration of the Instrument. Upon approval, the researchers personally administered the questionnaire. The distribution was done during their free time. Personal interviews were conducted for clarity if the answers from the respondents.

Retrieval of the Questionnaire. After the researchers' administration of the questionnaire, the data were immediately collected.

Collection of Data. After collecting the questionnaire, it was immediately tailed and was subjected to statistical interpretation.

Statistical Treatment of Data

The following statistical tools were used in this study:

Weighted mean. This tool was used to determine the level of service quality and customer satisfaction among selected computer shops in Panabo City.

Pearson-r. This tool was used to determine the significant relationship between service quality and customer satisfaction among selected computer shops in Panabo City.



Chapter 4

PRESENTATION AND ANALYSIS OF FINDINGS

This chapter is composed of the presentation and analysis of data relevant to the queries in the statement of the problem. Each problem is resolved according to the degree of responses by the respondents. They are presented both in tabular and textual forms with the corresponding logical and profound description of the result.

Level of service quality among selected computer shops in Panabo City

Table 2 presents the level of reliability, responsiveness, empathy, assurance and tangibles among selected computer shops in Panabo City. Computation reveals that among selected computer shops under this study, reliability and responsiveness got an overall mean 4.28 respectively assurance got an overall mean of 4.38; empathy got an overall mean of 4.26 and tangibles gained and overall mean of 4.23. As a result, a grand total mean point of 4.28 describe as very high for the independent variable, service quality. This means that service quality among selected computer shops are always observed.

The abovementioned result is anchored on the theory of Nasution (2010), who stated that service quality affects customer satisfaction by providing service and response to the need and wants through reliability, responsiveness, assurance, empathy and tangibles for the customers.

Table 2

Level of Service Quality among customers in computer shops

Service Quality	Mean	Descriptive Equivalent
A. Reliability		
The employees of the shop...		
1. solves the customers problem with sincere interest	4.54	Very High
2. delivers service by a certain time, they do	4.02	High
3. performs the service right the first time.	4.05	High
4. provides the customers with full apology if service fails	4.00	High
5. keeps error-free service.	4.18	High
Mean	4.28	Very High
B. Responsiveness:		
The employees of the shop...		
1. tell the customers exactly when services will be performed	4.42	Very High
2. always be willing to help customers	4.34	Very High
3. never be too busy to respond to customers request	4.22	Very High
4. gives prompt service to customers	4.12	High
5. answer the question or attention to problems	4.34	Very High
Mean	4.28	Very High
C. Assurance:		
The employees of the shop...		
1. instills confidence in helping the customer if they have concerns about their needs	4.05	High
2. make customers will feel safe in dealing with the shop	4.05	High
3. consistently courteous with customers in the computer shop	4.24	Very High
4. have knowledge to answer customers questions	4.03	High
5. create rapport with their customers	4.18	High
Mean	4.38	Very High
D. Empathy:		
The employees of the shop		
1. gives customers individual attention	4.54	Very High
2. offers operating hours convenient to all its customers	4.28	Very High
3. helps out in the attainment of objectives and approachable	4.00	High
4. maintain customers best interest at heart	4.22	Very High
5. understand customers specific needs	4.26	Very High
Mean	4.20	Very High
E. Tangibles:		
The computer shop....		
1. has modern looking equipment	4.04	High
2. physical facilities are visually appealing	4.36	Very High
3. reception desk employees are neat appealing	4.02	High
4. materials associated with the service (such as printer) will be visually appealing	4.18	High
5. convenient computer shop location accessible to the user	4.04	High
Mean	4.23	Very High
Grand Mean	4.23	Very High

Legend:

Scale	Descriptive Equivalent
4.21-5.00	Very High
3.41-4.20	High
2.61-3.40	Moderate
1.81-2.60	Low
1.00-1.80	Very Low

This is also supported by Izogo & Ogba (2015) that service quality has been linked to organizational performance in most of the service sectors from the past several decades. Which implies to an increase of number of customers play in the computer shop. On the other hand, service quality is the inclination of the customer to continue patronizing the computer shop. Therefore, service quality has an important role to play in the development of customer satisfaction.

As reflected in table 2, service quality, assurance got the highest mean point of 4.38 described as very high. It implies that assurance is always observed in the computer shop in Panabo City. On the other hand, tangibles got the lowest mean point of 4.23 described as very high. It only means that tangibles is always observed.

In *assurance*, items 3 got the highest mean of 4.24 in which described in high consistently courteous with customers in the computer shop. And it is good to be practiced so the customers in the shop will have the trust with the employees. While item 4, who got the lowest mean of 4.03 described as high in which have knowledge to answer customer question.

And the remaining item 5 got the mean of 4.18 describe as high creating rapport with their customers, while item 1 and 2 got the mean of 4.05 describe as high, instilling confidence in helping the customer if they have concerns about their needs, make customers will feel safe in dealing with the shop. It means assurance is often observed.

The first indicator, *reliability*, item 1 solving the customers problem with sincere interest got the highest mean of 4.54 which is described as very high.

Item 4 providing the customers with full apology if service fails, got the lowest mean of 4.00 describe as high.

The remaining item 5, keeps error-free service, got the mean of 4.18 which is high. Item 3 performs the service right time, got the mean of 4.05, describe as high. And the remaining item 2 delivers service by a certain time, they do. It implies that employees should observe their reliability to their customers.

In *responsiveness*, item 1, got the highest mean of 4.42 which described high in telling the customers exactly when services will be performed. And item 4 got the lowest mean of 4.12 giving prompt service to customers.

And the remaining item 2 and 5 always willing to help customers, answer the question or attention to problems, got the mean of 4.34 which described as very high. Item 3 never be too busy to respond to customers request got the mean of 4.22 it implies that responsiveness is always observed.

In *empathy*, item 1 got the highest mean of 4.54 which means very high to giving customers individual attention. Unfortunately item 3 got the lowest mean of 4.00 helping out in the attainment of objectives and approachable.

The remaining item 2 got the mean of 4.28 which is also very high on offers operating hours convenient to all its customers, and item 5 got the mean of 4.26 also very high on understanding customers specific needs. And item 4 got the mean of 4.22 describe as high, which helping out in the attainment of objectives and approachable. It means empathy is highly observed

In *tangibles*, item 2 got the highest mean of 4.36 which is very high because of physical facilities are visually appealing, tangibles are always observed. Item 3 got the lowest mean of 4.02 reception desk employees are neat appealing.

The remaining item 4 materials associated with the service (such as printer) will be visually appealing got the mean of 4.28 describe as high, and item 1 and 5 has modern looking equipment, and convenient computer shop location accessible to the user, got the mean of 4.04 described as high, and item 3 got the lowest mean of 4.02 which is high, it describes that Tangibles is often observed.

Level of Customer Satisfaction in selected customers among Selected computer shops in Panabo City

Table 3 exhibits the descriptive data on the level of customer satisfaction among selected customers with an overall mean of 4.34 described as very high. This means that customer satisfaction among selected customers is always observed.

As stated by Lassar (2000) perceived service quality is an antecedent to satisfaction, and as such, a proper understanding of the antecedents and determinants of customer satisfaction may result in high value for service organizations, including higher education, in a competitive environment. In addition, having an effective plan for expanding customer satisfaction is essential to survive in the business world.

Table 3

Level of Customer Satisfaction in selected Customers in selected Computer Shops in Panabo City

Customer Satisfaction	Mean	Descriptive Equivalent
I am satisfied with the computer shop's...		
1. response/s I get from what I ask for	4.04	High
2. way to provide my needs	4.46	Very High
3. employees way when they approach me	4.42	Very High
4. service rendered according of what I expected	4.03	High
5. employees technical expertise and support I need	4.03	High
6. service quality level provided me	4.26	Very High
7. encourage the customers to file complaints in case of computer failure	4.34	Very High
8. pricing scheme/policy applies to their offerings	4.12	High
9. cleanliness and hygiene while using the computers in the facility	4.04	High
10. fast internet connection	4.42	Very High
Over-all Mean	4.34	Very High

Legend:

Scale	Descriptive Equivalent
4.21-5.00	Very High
3.41-4.20	High
2.61-3.40	Moderate
1.81-2.60	Low
1.00-1.80	Very Low

As reflected in table 3, item 2 got the highest mean of 4.46 way to provide my needs, and item 3 and 10 employees way when they approach me, fast internet connection, got the second highest mean of 4.44 which describes as very high. Item 7 encouraging the customers to file complaints in case of computer failure, got the mean of 4.34 describe as very high. Item 6 service quality level provided me, got the mean of 4.26 which is very high, and item 8 pricing scheme/policy applies to their offerings, got the mean of 4.12 which describe as high.

And the item 1 and 9 response/s I get from what I ask for, and cleanliness and hygiene while using the computers in the facility, got the mean of 4.4 describe as high. And the remaining item 4 and 5 got the lowest mean of 4.3, service rendered according of what I expected, employees technical expertise and support I need. It implies that customer satisfaction is satisfactory.

Significant Relationship between Service Quality and Customer Satisfaction in customers among selected computer shops in Panabo City

Table 4 presents no significant relationship between service quality and customer satisfaction in customers among selected computer shops in Panabo City.

As to the data revealed among selected customers of selected computers shops, the result of the computation of Pearson-r of service quality and customer satisfaction is 0.096 with P-value of 0.50. Since P-value is high than 0.05, the null hypothesis is rejected.

Table 4

Significant relationship between Service Quality and Customer Satisfaction among customers in selected computer shops in Panabo City

	Correlation Coefficient
Service Quality	0.096
P-value ($0.50 >$)0.05	Not Significant

It can be stated therefore that there is no significant relationship between service quality and customer satisfaction in customers among selected computer shops in Panabo City. This implies that the service quality has less influence on customer satisfaction.

The overall result in this study is supported by Kotler (2001) that service quality with the indicators reliability, responsiveness, assurance, empathy and tangibles in computer shops cannot always influence the customer satisfaction.

Moreover, this study is further supported by the theory of Holloway & Beatty (2003) Service failure often occurs when the customer's perceived service quality falls below customer satisfaction. For example, slow service of approach to the customers is major type of service failure in computer shops. Such failures may cause significant costs to the firm, such as lost customers and negative word of mouth.

Chapter 5

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATION

This chapter presents the findings, conclusion, and recommendations of the study.

Summary of Findings

1. The grand mean score for service quality is 4.28 which means always observed.

2. The overall mean rating obtained by customer satisfaction earnings is 4.34 means always observed.

3. The computed r-value of service quality is 0.096 which is associated with 0.50 as the P-value.

Conclusions

Based on the finding of the study the following conclusions were drawn:

1. The level of service quality is very high in terms of reliability, responsiveness, assurance, empathy and tangible are high practiced

2. The level of customer satisfaction is often observed.

3. There is no significant relationship between service quality and customer satisfaction among selected computer shops.

Recommendations

Based on the finding and conclusion of the study, a recommendation was drawn.

1. The employees may delivers service by a certain time, they do. Gives prompt service to customers, have knowledge to answer customers questions, helps out in the attainment of objectives and approachable, and most important of all, having a reception desk that employees are neat appealing.
2. The employees service rendered according of what the customers expected, and the employees need technical expertise and support need customers for standard service offering.
3. Further research should be created to investigate the same study using other indicators to prove if there is a relationship between service quality and customer satisfaction.



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APPENDICES

Appendix A-1

Letter of Permission to Conduct the Study

February 3, 2019

RICKY P. GENIODA
Employee
One Online Cafe
Panabo City

Sir:

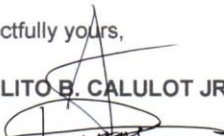
We, the students from UM Panabo College Marketing Management are currently conducting a research study entitled "Service Quality and Customer Satisfaction among selected Computer Shops in Panabo City" for our Research subject.

In view of this, we would like to request for your approval to allow us to conduct a survey and distribute questionnaires to the customers on your shop regarding the Service Quality and Customer Satisfaction on your operation. Rest assured that the data gathered will remain confidential and to be used only for academic purposes.

We are hoping for your favorable response to this matter.

Thank you very much.

Respectfully yours,


ANGELITO B. CALULOT JR.


ROBERT P. LATRAS


PRINCE WILLIAM R. TORTAL
Researchers

Noted by:


APRIL ROSE L. SAM
Research Adviser

Appendix A-2

Letter of Permission to Conduct the Study

February 3, 2019

ALDRICH H. MACATUBO

Employee
Supreme Cyber Cafe
Panabo City

Sir:

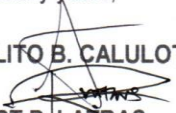
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We are hoping for your favorable response to this matter.

Thank you very much.

Respectfully yours,


ANGELITO B. CALULOT JR.


ROBERT P. LATRAS


PRINCE WILLIAM R. TORTAL
Researchers

Noted by:


APRIL ROSE L. SAM
Research Adviser

Letter for Validation

January 23, 2019

RAMONCHITO NALANGAN

Professor
UM Panabo College
Panabo City

Dear Sir,

You are one of the chosen expert evaluators of our questionnaire on **“SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG SELECTED COMPUTER SHOP IN PANABO CITY”**.

In view of this, it would be very much appreciated if you can share your expertise by rating its contents. It would be a great help also for the undersigned, if you can write any comments, suggestion and recommendation that will improve the above mentioned questionnaire.

Thank you very much for your support and valuable contribution to this letter request.

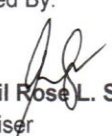
Respectfully yours,


Angelito B. Calulot Jr.


Robert P. Latras


Prince William R. Tortal

Noted By:


April Rose L. Sam
Adviser

Letter for Validation

January 23, 2019

ANGELO J. NAMUAG
Professor
UM Panabo College
Panabo City

Dear Sir,

You are one of the chosen expert evaluators of our questionnaire on **“SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG SELECTED COMPUTER SHOP IN PANABO CITY”**.

In view of this, it would be very much appreciated if you can share your expertise by rating its contents. It would be a great help also for the undersigned, if you can write any comments, suggestion and recommendation that will improve the above mentioned questionnaire.

Thank you very much for your support and valuable contribution to this letter request.

Respectfully yours,


Angelito B. Calulut Jr.


Robert P. Latras


Prince William R. Tortal

Noted By:


April Rose L. Sam
Adviser

Letter for Validation

January 23, 2019

Dr. AMELIE L. CHICO
Professor
UM Panabo College
Panabo City


Dear Ma'am,

You are one of the chosen expert evaluators of our questionnaire on **"SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG SELECTED COMPUTER SHOP IN PANABO CITY"**.

In view of this, it would be very much appreciated if you can share your expertise by rating its contents. It would be a great help also for the undersigned, if you can write any comments, suggestion and recommendation that will improve the above mentioned questionnaire.

Thank you very much for your support and valuable contribution to this letter request.

Respectfully yours,


Angelito B. Calulot Jr.


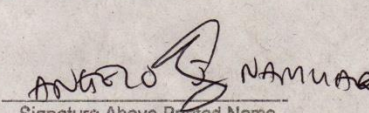

Robert P. Latras


Prince William R. Tortal


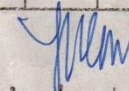
Noted By:


April Rose L. Sam
Adviser

Validation Sheet


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F-13100-004/ Rev. # 1/ Effectivity: July 24, 2017

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Survey Questionnaire

SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG SELECTED COMPUTER SHOPS IN PANABO CITY

Part 1. Profile of the Respondent

Name:(Optional)_____ Position:_____

Name if the Business: _____ Date:_____

Instruction: Below are the questions to measure the customer relationship management of your business. Please put a check mark (/) appropriate to your answer using the given scale.

5 - Strongly Agree 3 - Neither Agree or Disagree 1- Strongly Disagree

4 - Agree 2 – Disagree

Part 2. Service Quality

A. Reliability	5	4	3	2	1
The personnel of computer shop...					
1. solve the customers problem with sincere interest.					
2. deliver service by a certain time, they do.					
3. perform the service right the first time.					
4. provide the customers with full apology if service fails					
5. keep error-free service.					

Adopted from Mary Luis Temba (2013)

B. Responsiveness	5	4	3	2	1
The personnel of computer shop...					
1. tell customers exactly when services will be performed.					
2. always be willing to help customers.					
3. never be too busy to respond to customers requests.					
4. give prompt service to customers.					
5. answer the question or attention to problems.					

Adopted from Mary Luis Temba (2013)

C. Assurance The personnel of computer shop...	5	4	3	2	1
1. instill confidence in customers.					
2. make customers will feel safe in dealing with the shop.					
3. consistently courteous with customers.					
4. acknowledgeable to answer customers questions.					
5. create rapport with their customers.					

Adopted from Mary Luis Temba (2013)

D. Empathy The personnel of computer shop...	5	4	3	2	1
1. gives customers individual attention.					
2. offers operating hours convenient to all its customers.					
3. computer shop has employees who give you personal attention.					
4. maintain customers best interest at heart.					
5. understand customers specific needs.					

Adopted from Mary Luis Temba (2013)

E. Tangibles The facility of computer shop...	5	4	3	2	1
1. has modern looking equipment.					
2. physical facilities are visually appealing.					
3. reception desk employees are neat appearing.					
4. materials associated with the service (such as printer) will be visually appealing.					
5. convenient computer shop location					

Adopted from Mary Luis Temba (2013)

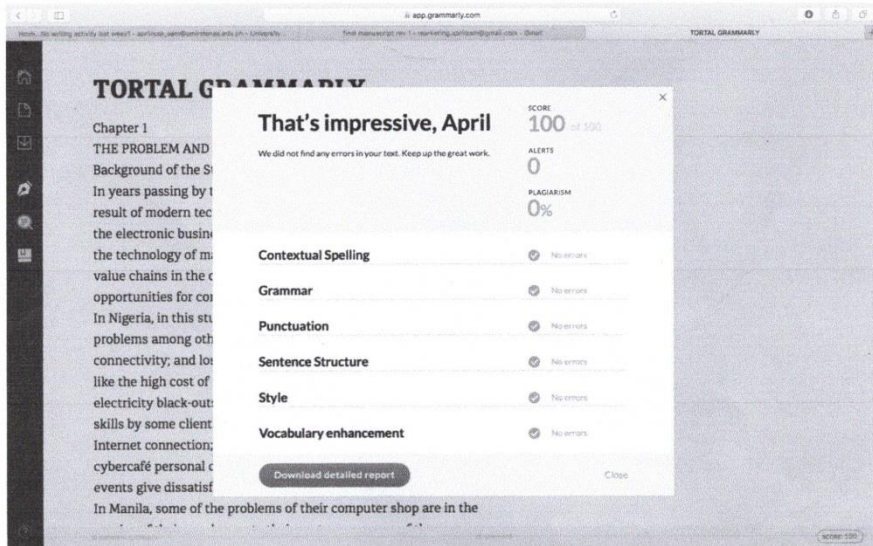
Part 3. Customer Satisfaction

I am satisfied with the computer shop's...	5	4	3	2	1
1. response/s I get from what I ask for.					
2. way to provide my needs.					
3. employees way when they approach me.					
4. service rendered according of what I expected.					
5. employees technical expertise and support I need.					
6. service quality level provided me.					
7. encourage the customers to file complaints in case of computer failure.					
8. pricing scheme/policy applies to their offerings.					
9. cleanliness and hygiene while using the computers in the facility.					
10. fast Internet connection.					

Adopted from Mary Luis Temba (2013)

Appendix E

Grammarly Certification



TORTAL, CALULOT & LATRAS

GRAMMARLY RESULT: 100%


APRIL ROSE L. SAM
RESEARCH ADVISER

Plagiarism Result

Feedback Studio - Google Chrome
 https://ev.turnitin.com/apps/cvts/en_us/11734724598/ap/19ca+102160711606fmg+net_us

feedback studio REV 2 Service Quality and Customer Satisfaction 22 / 0 < 243 of 254 >

Match Overview

22%

Rank	Source	Similarity
1	i-ut.ac.id	5%
2	refativprojects.com	2%
3	www.ajdl.com	2%
4	chris.usmbi.ac.id	2%
5	uclerham.deu.edu.tr	1%
6	publications.lib.chalmers.se	1%
7	Naiti Gish Kanakakara	1%
8	www.scribd.com	1%

Chapter 1

THE PROBLEM AND ITS SETTING

Background of the Study

In years passing by the globe has enormously modification as a result of modern technology many changes with the development of the electronic business. Both the technique of doing business and the technology of managing in industry drove the dynamic shift of value chains in the current market creating seemingly unlimited opportunities for computer shops.

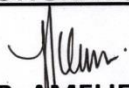
In Nigeria, in this study of Kibozu (2003) stated that the following problems among others were identified the high cost of internet variability, and lack of contact and signals. The issue also transpire like the high cost of equipment maintenance, frequent or discontinuous electricity black-out, low package from customers, lack of search sites by some carriers, poor customer care and comfort, slow variety of internet connection, non-functional facility and computer slugs employees not meeting customer's needs. These events give dissatisfaction to customers.

In Manila, some of the problems of their computer shop are in the service of their employees to their customers, some of the employees that a

CALULOT LATRAS TORTAL

SECOND RUN PASSED 22% (05/23/2019)

CONGRATULATIONS


DR. AMELIE L. CHICO
 Research Coordinator – UMPC

Appendix F

Certificate of Appearance



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the Supreme Cyber Cafe and conducted Survey Questionnaire in relation to their thesis/FS entitled "Service Quality and Customer Satisfaction among Selected Computer Shops in Panabo City" during the period February 3 2019.

JHOENEL F. ABA SOTO
Name and Signature of Authorized Personnel



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the One Online Cafe and conducted Survey Questionnaire in relation to their thesis/FS entitled "Service Quality and Customer Satisfaction among Selected Computer Shops in Panabo City" during the period February 9 2019.

JHON CEDRECK O BELLO
Name and Signature of Authorized Personnel



ANGELITO B. CALULOT
 Brgy, St. Niño Bongkawil Panabo City
 Mobile: 09568356149

PERSONAL DATA

Age: 22

Civil Status: Single

Sex: Male
 1998

Date of Birth: September 18,

EDUCATIONAL BACKGROUND

2016-present

University of Mindanao Panabo College
 Bachelor of Science in Business
 Administration major in Marketing
 Arguelles St., Panabo City

2011-2010

Francisco Adlaon Learning Institute
 Davao Del Norte

2007-2008

Panabo Rizal Elementary School
 Panabo Davao Del Norte

SKILLS AND KNOWLEDGE

Computer literate:

Microsoft Word
 Microsoft power point
 Microsoft publisher

- Communication skills

CHARACTER REFERENCES

HAROLD R. CUEVAS

Teacher
Rizal National High School
Panabo Davao del Norte

April Rose L. Sam

Professor
UM Panabo College
Arguelles St., San Francisco Panabo City

I hereby certify that above information are true and correct according to my knowledge and belief.

ANGELITO B. CALULOT Jr.

Applicant



ROBERT P. LATRAS

Purok 6, Ising Carmen, DavaoDel Norte

Mobile: 09568356174

PERSONAL DATA

Age: 24

Civil Status: Single

Sex: Male

Date of Birth: March 24, 1995

EDUCATIONAL BACKGROUND

2016-present

University of Mindanao Panabo College
Bachelor of Science in Business
Administration major in Marketing
Arguelles St., Panabo City

2011-2010

Carmen National High School
Carmen Davao Del Norte

2007-2008

Carmen Central Elementary School
Carmen Davao Del Norte

SKILLS AND KNOWLEDGE

Computer literate:

Microsoft Word
Microsoft power point
Microsoft publisher

- Leadership skill

WORK EXPERIENCED

PUMP ATTENDANT
Petron Carmen Service Station
March 2014-May 2015

MAINTENANCE
Davao Packaging Corporation
June 2017-November 2017

UTILITY
Davao packaging Corporation
August 2017-January 2018

CHARACTER REFERENCES

JONEL P. MUYCO

Teacher 1
Carmen National High School
Ising, Carmen Davao del Norte

VERGIE PERANDOS

Mayor
Carmen Davao Del Norte

I hereby certify that above information are true and correct according to my knowledge and belief.

ROBERT P. LATRAS

Applicant



PRINCE WILLIAM R. TORTAL
Hofelina Subdivision Rose St. Panabo City
Mobile: 09507554425

PERSONAL DATA

Age: 20

Civil Status: Single

Sex: Male

Date of Birth: March 8, 1999

EDUCATIONAL BACKGROUND

2016-present

University of Mindanao Panabo College
Bachelor of Science in Business
Administration major in Marketing
Arguelles St., Panabo City

2011-2010

North Davao Colleges
Panabo City

2007-2008

Vicente Hizon Sr. Elementary School

SKILLS AND KNOWLEDGE

Computer literate:

Microsoft Word
Microsoft power point
Microsoft publisher

- Communication skills
- Know how to make SWOT analysis
- Leadership skill

WORK EXPERIENCED

Service Crew
Gaisano Grand Panabo
June 9 2018 – February 10 2019

CHARACTER REFERENCES

CHRISTINA H. PADAPAT

Teacher
North Davao Colleges
Davao del Norte

APRIL ROSE L. SAM

Professor
UM Panabo College
Arguelles St., San Francisco Panabo City

I hereby certify that above information are true and correct according to my knowledge and belief.

PRINCE WILLIAM R. TORTAL

Applicant