

FACTORS OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF QUICKIE LAUNDRY SHOP IN MALIGAYA, CALOOCAN CITY

ABSTRACT

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Quickie Laundry Shop, located in Maligaya, Caloocan City, aims to deliver high-quality, affordable, and efficient laundry services. With the tagline “Finish your laundry within 75 minutes,” the shop promotes both speed and excellence in service. However, as customer demand increases, various service issues have emerged, including inconsistent quality, insufficient manpower, and prolonged waiting times. These challenges suggest a deviation from the shop’s core mission of providing reliable service. Factors such as equipment efficiency, staffing, and operational systems may contribute to the declining service quality. This study aims to identify the service quality factors that influence customer satisfaction at Quickie Laundry Shop and to develop a targeted action plan to address these issues and improve overall service delivery. This study uses a correlational-quantitative research design to examine the relationship between service quality and customer satisfaction. A purposive sampling technique was applied, involving 20 regular customers of Quickie Laundry Shop as respondents. Data were collected through survey questionnaires and analyzed using statistical tools including the Likert Scale, frequency and percentage, weighted mean, and Pearson Correlation Coefficient. The findings revealed that the majority of respondents were female, aged 23 to 30 years old, and visited the laundry shop on a weekly basis. Within the reliability dimension of service quality, long waiting times and limited operating hours emerged as the most frequently cited issues. Statistical analysis showed a weak positive correlation between service quality and customer satisfaction, indicating that while service quality does influence satisfaction, other factors may also play a role. To address the issues identified, the researchers proposed an action plan centered on the 4M’s: Machine, Manpower, Method, and Materials. Recommendations include increasing the number of machines, hiring additional staff, providing standardized training and uniforms for employees, scheduling monthly machine maintenance, and extending the shop’s operating hours. These strategies aim to improve service efficiency, enhance customer satisfaction, and realign the laundry shop with its original promise of quality and speed.

RECOMMENDED CITATION

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