

OPERATIONAL EFFICIENCY TREND OF COMMERCIAL PRINTING INDUSTRY IN NOVALICHES, QUEZON CITY

ABSTRACT

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This study aims to determine the operational efficiency trend in the commercial printing industry within Novaliches, Quezon City. As technological advancements raise customer expectations for high-quality, cost-effective printed materials, maintaining consistent print quality and efficient operations has become essential for businesses to remain competitive. The research highlights the importance of operational excellence in meeting customer demands and sustaining profitability in the printing sector. A quantitative-descriptive research approach was employed, using convenient cluster sampling to survey 50 business owners in the commercial printing industry. Data were gathered through a structured questionnaire focusing on customer service practices and operational processes. The study examined how quality, responsiveness, and pricing influence customer satisfaction and operational efficiency, particularly in addressing service errors and utilizing customer feedback. Findings revealed that proactive error resolution is highly valued by customers. The statement, "When mistakes might happen, proactively address them and make things right for the customer," received a high mean score of 4.00. This indicates that customers prioritize transparency and accountability in service recovery. The data also suggested that customer feedback, when used constructively, contributes significantly to improving operational practices and service quality. The study underscores the role of customer service in driving operational efficiency and customer loyalty in the printing industry. Business owners are encouraged to offer personalized printing services, enhance customer engagement, and implement support systems that maintain high service standards. Strategies such as providing discounts, actively engaging with customers, and fostering a professional and approachable atmosphere contribute to improved customer satisfaction and business growth. These insights can guide future efforts in strengthening operational frameworks across the sector.

RECOMMENDED CITATION

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