

ASSESSING THE VALUE PROPOSITION AS PERCEIVED BY OWNER OF FOOTWEAR IN NOVALICHES, QUEZON CITY

ABSTRACT

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This study examines the value proposition as perceived by owners of footwear service businesses in Novaliches, Quezon City. It explores how service quality and operational efficiency influence owners' assessment of their offerings. By understanding these perceptions, key performance indicators can be identified, market dynamics clarified, and strategic decisions formulated to enhance sustainability and profitability. A quantitative survey was conducted among proprietors of footwear service establishments offering repair, cleaning, and customization services. Data were gathered using a structured questionnaire that measured perceptions of service quality—such as technician competence and material quality—and operational factors, including turnaround time, pricing, customer service, and location convenience. Responses were analyzed using descriptive statistics to determine the relative impact of each factor on perceived value. Owners reported that service quality and operational efficiency were the primary drivers of perceived value. Technician competence received the highest mean score among quality criteria, while turnaround time and pricing were rated as the most influential operational factors. Customer service and convenient location also ranked highly but contributed less strongly to overall value ratings. Findings indicated that enhancing technician training and ensuring the use of high-quality materials significantly elevated perceived value. Improvements in turnaround efficiency and transparent pricing further reinforced owners' confidence in their service offerings. These insights suggest that targeted investments in workforce skill development and process optimization can boost both customer satisfaction and business viability. Actionable recommendations include establishing standardized training programs, implementing real-time job tracking systems, and adopting tiered pricing models to strengthen value propositions and support long-term growth.

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