

LEVEL OF SATISFACTION IN TOYOTA FAIRVIEW INC.: BASIS FOR A PROPOSED ACTION PLAN

ABSTRACT

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This study investigates customer satisfaction in the automotive sector, focusing on Toyota Fairview Inc., a prominent dealership in Quezon City. As a trusted representative of the Toyota brand—known worldwide for its durability, quality, and customer service excellence—Toyota Fairview provides vehicle sales, maintenance, and after-sales services. The research evaluates the dealership's effectiveness in fulfilling customer expectations and aims to provide actionable insights to enhance service quality and strengthen customer loyalty. This study employed a quantitative research design utilizing a structured survey distributed to customers who had availed services at Toyota Fairview Inc. within the last three years. The questionnaire evaluated satisfaction across various aspects, including product quality, service efficiency, staff professionalism, pricing, convenience, and after-sales support, using a five-point Likert scale. A total of 60 responses were gathered and analyzed through descriptive statistics and correlation analysis to determine the significant factors affecting overall customer satisfaction. The survey assessed satisfaction with different payment methods. Monthly amortization plans received moderate satisfaction (2.98), while installment plans scored slightly lower (2.71). Bank and car loan approvals were rated highest (3.73), indicating strong satisfaction. In contrast, cash payments received the lowest rating (1.92), showing low satisfaction. Overall, customers favored flexible financing options over cash payments. This study used convenience sampling to select customers of Toyota Fairview Inc. to assess their satisfaction levels and guide the development of a proposed action plan. This sampling method ensured that respondents had sufficient experience with the dealership's services, providing meaningful and relevant insights for the study.

RECOMMENDED CITATION

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