

CUSTOMER SATISFACTION IN LUCAS MOTOR SHOP ALONG NORTH FAIRVIEW, QUEZON CITY: BASIS FOR IMPROVEMENT PLAN

ABSTRACT

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This study investigates customer satisfaction and operational efficiency at Lucas Motor Shop, a cylinder block service provider located in North Fairview, Quezon City. With the increasing demand for motorcycle repair services in the Philippines driven by rapid urbanization and rising motorcycle ownership, ensuring reliable service and customer satisfaction has become essential. This research adopts a descriptive-correlational design to examine the relationship between customer satisfaction and key service factors such as service availability, customer service, service accuracy, and after-sales support. Data were collected using purposive quota sampling from 30 customers through a structured survey questionnaire. Statistical tools, including the Kruskal-Wallis H test, Mann-Whitney U test, and ranking analysis, were applied to analyze variations and trends in customer satisfaction. The results revealed consistently high levels of satisfaction across all service aspects, with after-sales services receiving the highest ratings. Notable differences in satisfaction were observed based on age, product preference, and frequency of service use, while gender showed minimal impact. The most frequently cited concerns were time delays in response and shipment of parts, followed by communication-related issues. In response to the findings, the study recommends the implementation of a real-time inventory management system, improved communication channels, and personalized after-sales support programs. The proposed improvement plan emphasizes the need to streamline operations, minimize delays, and enhance overall service delivery. This study highlights the importance of customer-focused strategies and operational efficiency in maintaining competitiveness in the motorcycle service industry in the Philippines.

RECOMMENDED CITATION

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