

FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARDS CUSTOMER RETENTION AT TIN'S CAKESHOP BAGONG SILANG CALOOCAN CITY

ABSTRACT

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Customer satisfaction plays a vital role in establishing long-term customer relationships and promoting retention. It involves consistently fulfilling or exceeding customer expectations through the delivery of high-quality products and services. Businesses must prioritize customer satisfaction to ensure repeat transactions, foster brand loyalty, and cultivate a sustainable customer base. This study aims to identify the factors influencing customer satisfaction and their impact on customer retention at Tin's Cakeshop in Bagong Silang, Caloocan City. The study employs a quantitative research design, with data gathered through a survey administered to 100 respondents. It examines the demographic profile of the respondents and assesses their level of satisfaction in terms of customer service, place, price, promotion, and product quality. The study also addresses problems encountered by the store manager and outlines a proposed action plan. Statistical tools used include frequency and percentage, weighted mean, z-test, and ranking. A two-sample z-test was conducted to compare the satisfaction levels of male and female respondents across the five variables. The findings revealed a significant difference in customer service satisfaction between females ($M = 3.83$) and males ($M = 3.54$), with a z-value of 2.651, exceeding the critical value of ± 1.96 ($p < 0.008$). A similar result was observed in the variable of place, where females ($M = 3.78$) reported higher satisfaction than males ($M = 3.47$), with a z-value of 3.200 ($p < 0.001$). These results led to the rejection of the null hypothesis, indicating a significant difference between sexes in these areas. However, for price, promotion, and product quality, the z-values were below the critical threshold, suggesting no significant difference between male and female respondents in these aspects. The findings demonstrate that customer service and place significantly influence customer satisfaction differently for males and females, while price, promotion, and product quality do not show any notable difference between the two groups. This suggests that gender-based preferences may affect perceptions of service and store environment. Understanding these distinctions can help Tin's Cakeshop tailor its strategies to improve customer experience and enhance retention efforts.

RECOMMENDED CITATION

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