

EVALUATING MARKETING STRATEGIES OF FIBERNIWAN: BASIS FOR CUSTOMER RETENTION

ABSTRACT

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This study aims to evaluate the marketing strategies of Fiberniwan, an internet service provider established in 2019, with a specific focus on enhancing customer retention in Barangay Commonwealth, Quezon City. As the company primarily relies on traditional marketing methods, the researchers selected this area to assess the effectiveness and relevance of its current approach in a competitive market. The research seeks to identify strategic gaps and propose actionable improvements to strengthen Fiberniwan's marketing efforts, ultimately aiming to increase customer satisfaction, foster brand loyalty, and improve long-term retention. To effectively gather and analyze numerical data, the researchers adopted a quantitative descriptive research design, which aims to describe the characteristics, trends, and patterns within a specific population or phenomenon. The sample size of 38 respondents was determined using Slovin's formula, ensuring a manageable yet representative group. Data collection was conducted through a structured survey questionnaire, administered via convenience sampling, which allowed for efficient access to participants based on availability. These research methods were deliberately chosen to ensure the collection of accurate, relevant, and reliable data essential for achieving the study's objectives. The findings from the evaluation of Fiberniwan's marketing strategies, a survey was conducted to assess the demographic profile and perceptions of its customers. The results revealed that 71% of respondents were male, 76% were between the ages of 21 and 30, and 89.5% had maintained their subscriptions for one to two years or more. While many customers demonstrated brand awareness and interest in Fiberniwan's services, reflected by weighted means of 3.21 and 3.46, respectively, satisfaction levels declined in critical areas. Notably, service quality and responsiveness received a lower weighted mean of 3.05, while perceived promotional value was rated at 3.11. In addition, several issues emerged as key sources of dissatisfaction, including unsecured transactions (37%), limited staff availability (24%), and slow response times (16%). These findings suggest the need for strategic improvements in customer service, communication, and marketing efforts to enhance customer satisfaction and long-term retention. The study concludes that evaluating Fiberniwan's marketing strategies provides a clearer understanding of how customers perceive its offerings in terms of service, pricing, processes, physical setup, distribution, promotion, and personnel. These components collectively shape customer experience and loyalty. In light of declining customer retention, the researchers recommend several innovative solutions. These include the adoption of AI-driven chatbots to enhance responsiveness, strategic digital content planning to increase online engagement, the launch of a customer loyalty rewards program, and the creation of a dedicated mobile app to improve service accessibility and user convenience. These proposed initiatives are intended to reinforce Fiberniwan's competitive edge, improve customer satisfaction, and promote sustained customer relationships.

RECOMMENDED CITATION

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