

LEVEL OF SATISFACTION OF THE CUSTOMER AT MOTORSTAR IN NOVALICHES, QUEZON CITY IN RELATION TO CUSTOMER LOYALTY

ABSTRACT

AUTHORS

Kim Verly Alcoran
Clarey Rose Mengullo
Reynan Pertollano
Edsel Joseph San Pedro Jr.
Joan Sisno

RESEARCH ADVISER

Randy C. Villaseñor, MPA

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Marketing

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Customer satisfaction and loyalty are critical to driving growth and maintaining competitiveness in the motorcycle retail industry, especially in local markets like Motorstar in Novaliches, Quezon City. This study aimed to evaluate customer satisfaction and its effect on loyalty by focusing on five key dimensions: motorcycle performance, service quality, product quality, pricing, and sales and marketing. Operating in a highly competitive landscape, the dealership faces increasing pressure to meet customer expectations. Thus, the study also sought to identify existing service gaps and recommend strategic improvements to enhance the overall customer experience, boost retention rates, and foster long-term brand loyalty. This study adopted a descriptive quantitative research design. Twenty customers were selected using convenience sampling, and data were collected through a structured questionnaire covering demographic information, satisfaction factors, and service-related issues. The responses were analyzed using statistical tools, including frequency, percentage, weighted mean, and independent samples t-test. A Likert scale was used to assess and interpret satisfaction levels. To ensure the instrument's validity and clarity, expert evaluations and a pilot test were conducted before full implementation. The results revealed that customers were generally satisfied with their overall experience at Motorstar. The highest satisfaction scores were recorded in motorcycle performance and pricing, both with a mean rating of 3.46, followed by product quality at 3.38. Service quality (3.37) and sales and marketing (3.27) received slightly lower ratings, indicating areas with room for improvement. A significant difference in product quality ratings was observed between male and female respondents, highlighting gender-based variation in customer perception. Among the most common concerns were the limited number of service locations, unclear warranty procedures, and shortages of spare parts. In response to these issues, Motorstar has implemented measures such as expanding service facilities, improving inventory systems, and conducting staff training to enhance service delivery and customer satisfaction. The study establishes a strong link between customer satisfaction and loyalty at Motorstar Novaliches. To sustain and strengthen customer retention, the company should prioritize continuous improvement in service quality, foster stronger customer relationships, and implement strategic marketing initiatives. The proposed marketing approach centers on affordability, convenience, and reliability—attributes most valued by the dealership's core customers. Enhancing promotional efforts and expanding after-sales service capabilities will further elevate customer satisfaction and loyalty, securing Motorstar's competitive edge in the motorcycle industry.

RECOMMENDED CITATION

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