

BUSINESS-OPERATION PRACTICES AND CUSTOMER SATISFACTION AT SSL 888 TRADING CORPORATION

ABSTRACT

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This study examined business-operation practices and customer satisfaction at SSL 888 Trading Corporation, a Philippine retailer of affordable motorcycle parts and accessories. Although the company has operated for 18 years and has an expanding customer base, it experiences service delays, extended waiting times, and product-availability concerns. The study assessed lean business-operation practices and their relationship to customer satisfaction. The study used a descriptive-correlational research design. Fifty (50) loyalty-card holders were selected through purposive sampling. Data were collected using a structured questionnaire covering respondent characteristics, business-operation practices, customer satisfaction, and operational challenges. Frequency, percentage, weighted mean, ranking, and Pearson's r were used to analyze the data. Most respondents were employed and belonged to low- to middle-income groups, and many were repeat customers. The strongest business-operation practices involved understanding customer needs, process development, service-flow management, demand response, and continuous improvement. Customer satisfaction was high across the evaluated areas, particularly product quality and price. The main concerns were extended waiting times, delayed product delivery, and slow employee responses during peak periods. A statistically significant relationship between business-operation practices and customer satisfaction was reported. The findings suggest that customer-focused and efficient operating practices are associated with higher customer satisfaction. Improving employee responsiveness, inventory management, and service processes may address the reported operational concerns. Because the design was correlational, the findings do not establish that the practices caused changes in satisfaction.

RECOMMENDED CITATION

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