

**SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG  
SELECTED BAKESHOPS IN PANABO CITY**

**A Thesis**

Presented to

The Faculty of UM Panabo College

Panabo City

UM Panabo College LIC

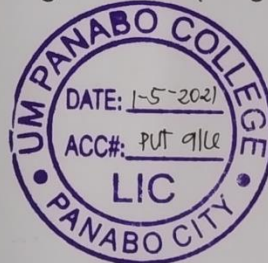


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Marketing Research (Mktg.222)



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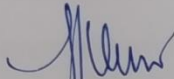
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**ACCEPTANCE SHEET**

This thesis entitled **"SERVICE QUALITY AND CUSTOMER SATISFACTION AMING SELECTED BAKESHOP IN PANABO CITY"** prepared and submitted by **Altonete B. Chaves, Divine Grace T. Panilagao** and **Lilibeth D. Gubaton** in compliance with the requirements in the Marketing 222 subject under the **Department of Accounting and Business Management Education**, UM Panabo College, Panabo City is hereby accepted.



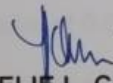
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## ABSTRACT

The study aims to determine the relationship between service quality and customer satisfaction among selected bakeshops in Panabo City. The independent variable is service quality. On the other hand, the dependent variable of this is customer satisfaction. The researchers used the descriptive correlation method in determining the number of respondents and the statistical tools used are Weighted Mean and Pearson-r. The result of the computation using the r value is 0.705 which is associated with a p-value of 0.000 which is less than 0.05. Thus, there is a significant relationship between service quality and customer satisfaction among selected bakeshops in Panabo City. The result of the study shows that service quality in bakeshops have significant relationship with customer satisfaction.

*Keywords: Service Quality, Customer Satisfaction*

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**-The Researchers-**

## DEDICATION

I would like to dedicate this book to my loving parents for all the hardship that they encounter just to make sure that I can finish my studies.

Above all to Almighty God, sorry for all the mistake that I have done and thank you for all the love, blessings, guidance and for the protection that you have given to me and to my family.

-Altonete B. Chaves-

I would like to dedicate this study to our **Heavenly Father** who give his love and didn't leave us throughout in our life. Who made us strong faithful and special.

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-Divine Grace T. Panilagao-

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## Chapter 1

### THE PROBLEM AND ITS SETTING

#### Background of the study

The key to a sustainable competitive edge in bakeshop services is to deliver high quality services to be competitive in society. Customers, however, report that they are not satisfied with the services provided since employee is lacking of expertise to provide quality of service that resulted to customer dissatisfaction. Therefore, some companies in bakeshops have difficulty getting customer satisfaction that leads to dissatisfaction.

Higher prices of breads are set in Indonesia, particularly in Francis Artisan Bakery, with extra tastefulness, mouth-watering breads, services provided, and atmospheric suitability in impressive bakeshops such as Holland Bakery and Suisse Bakery. On the other hand, Le Soho Bakery focused on resolving the issue on customer dissatisfaction for customers who had experienced (Keuangan, 2009).

Bakeshop is a rising business in the Philippines. Because of the service level given, it is a fierce rivalry and the biggest problem is that they do not get customer satisfaction. As a result, a Filipino baker's well-known bakeshop in Cebu City said he is focusing on and concentrating on the problem about customer dissatisfaction to gain more customers (Dagooc, 2012).

According to an interview with the customer of the bakeshops, the same problems they faced in Panabo City were dissatisfied with the inability

of certain workers to fulfill their satisfaction. Thus, it failed to hit the goal of customer satisfaction.

Thus, the researchers are determined to make a study about the service quality and level of satisfaction among customers in selected bakeshop in Panabo City.

### **Statement of the Problem**

The study aimed to determine the relationship between service quality and customer satisfaction. Specifically, it sought to answer the following questions:

1. What is the level of service quality among selected bakeshop in Panabo City?
2. What is the level of customer satisfaction among selected bakeshop Panabo City?
3. Is there a significant relationship between service quality and customer satisfaction among selected bakeshops in Panabo City?

### **Hypothesis**

The null hypothesis was tested at 0.05 level of significance, which states that there is a significant relationship between service quality and customer satisfaction among selected bakeshops in Panabo City.

## **Theoretical and Conceptual Framework**

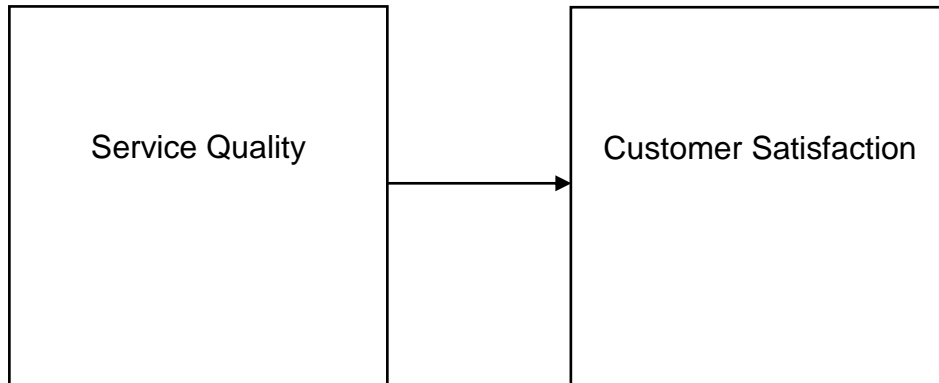
This study is anchored on the theory of (Panthi, 2018) who pointed out that service quality had direct effects on the company's customer satisfaction. Assessing the service quality to the customer is extremely valued by the prompt delivery of a service that excellent business providers understand. Providing service in a good manner is highly valued by customers. Good service providers understand this point Iqbal et al. (2010).

This is supported by Deng et al. (2009) customer satisfaction is a significant component of the business structure because, when customers are satisfied with the services offered, the company generates significant revenue from the business. Customer performance concerns the customer's purchase behavior and the value that the customer has received.

As shown in the conceptual paradigm of the study in Figure 1, the independent variable is service quality. While the dependent variable is customer satisfaction.

**Independent Variable**

**Dependent Variable**



*Figure 1. The Conceptual Paradigm showing the variable of the study.*

## **Significance of the Study**

This study is significant because it would provide valuable information and benefits to the following:

**Owner of the Bakeshop.** It would guide the owner of the bakeshop to monitor the quality of their services to customers.

**Staff of the Bakeshop.** It would help the bakeshop staff to improve their services by extending their patients to their customers.

**Customers.** It will be advantage to them to know the service quality of bakeshops.

**Researchers.** The study would enhance the researcher's knowledge of the importance of service quality to customer satisfaction.

## **Definition of Terms**

The term used in this study is herein defined as conceptually and operationally in order to convey the meaning intended by the researchers and to establish a common frame of references.

**Service Quality.** Kotler (2000) distinct that customers form their beliefs from buying experience, advice from friends, and information and promises from the marketers and competitors. Consequently, it is observed as the dissimilarity between the perceptions and expectations of customers regarding the service provided. In this study, it refers to the service offered by the service providers to the customers.

**Customer Satisfaction.** Hansemark and Albinsson (2004) satisfaction are said to be a general attitude of the customer towards the service provider,

or an emotional response to the difference between what customers expect and what they receive, concerning the fulfilment of any need, goal or desire. This study refers to the positive feelings of the customers when the service is delivered.



## **Chapter 2**

### **REVIEW OF RELATED LITERATURE**

The summarized readings here in the Philippines and abroad from the different sources in accordance with the topics and hereby presented to provide a better background insight.

#### **Service Quality**

In the study of Seyedi et al. (2012) identified that the service quality was an important factor affecting customer satisfaction. As a result, it is making incessant improvements, achieving a better service outcome, as well as convincing customers.

However, Alex and Thomas (2012) stated that service quality is the degree to which the service specifications meet the expectations of customers. As a result, delivering a good quality of service in the bakeshop will make the customer more satisfied.

Also, Munusamy et al. (2010) stated that the service quality could be defined as the difference between the customer's expectation and perception of the service. Thus the service provider must have its strategy to provide the customer expectation and perception in the bakeshop.

In addition, Solomon (2009) cited that service quality is one of the things that consumers are looking for in an offer that happens to be a service. It is therefore linked to the value of the offer, which could be a reminder of satisfaction or dissatisfaction on the part of the customer.

Moreover, Singh-Ackbarali & Maharaj (2014) recognized that a good method for determining the service quality is through sensory evaluation in

the food industry. Expected quality and lack of unexpected qualities, which are mainly detected by the customer's sensory systems. For this reason, bakeshops need to recognize expectations and to be aware of the lack of appearances to avoid negative customer attractions.

Sandlin (2007) assumed that if a bakery could master the art of providing excellent service and commit itself to sell good pieces of bread, it would certainly have a higher chance of success. Success in the bakery business is therefore possible with more visits from satisfied customers.

Moreover, Brady and Cronin (2001) cited that service quality is a focused assessment that reflects the customer's awareness of service attributes such as quality of interaction, quality of the physical environment, and quality of output. Good interaction with customers will, therefore, be reflected as a good service provider. Also, facilities with a good environment will make the essence of the bakeshop clean and comfortable.

Furthermore, Hoffman & Bateson (2006) stated that the quality of the service is based on a re-examination of the customer's expectations for a specific service. As a result, if the service repeatedly neglects to experience the expectations of the customers, it will be seen as poor service. So that bakeshop ensures that customers receive good and excellent services.

Also, Gronroos (2000) defined service quality as a procedure involving a series of more or less intangible activities that normally, but not necessarily always, take place in customer-to-service interactions provided as solutions to service requests. This means that good interaction with customers is the way the service provider resolves the needs of the customer.

Lastly, Fogli (2006) describes the service quality as a general attitude or perception concerning a particular service; the overall impression by the customer of the comparative sincerity or authority of the organization and its services. Thus, the bakeshop can be easily assessed by customers if the bakeshop workers won't give it the expectation.

### **Customer Satisfaction**

In the study of, Zeithal and Bitner (2003) stated that customer satisfaction is influenced by specific service characteristics and quality perceptions. Satisfaction is also influenced by the emotional responses of customers, their attributions, and perceptions of equity. And if the customer is pleased with the bakeshop's service, he will make the customer buy again and again and recommend services to other customers.

Furthermore, Santouridis and Trivellas (2010) stated that customer satisfaction in services has been defined as the extent to which customer expectations are met through service performance. The owners and employees of bakeshops, therefore, come to know the needs of the customers directly through customer satisfaction, which is very important because the strengths and weaknesses of the business can be assessed through it.

Moreover, Gustaffsson et al. (2006) approve that overall customer satisfaction has a positive relationship with customer loyalty and therefore increases the number of bakeshop reviews. Thus, making the best of the customers will retain the satisfaction they have received from the bakeshop.

In addition, Kotler and Keller (2006) defined customer satisfaction as the sensitivity of a person's preference to dissatisfaction resulting from a comparison of the service's performance or outcome to customer expectations. Therefore, customer preference is the best way to give them the satisfaction they need.

Moreover, Al-Alak (2009) stated that customer satisfaction refers to the purchaser's state of being rewarded for the cost he or she has incurred in a purchase situation in a satisfactory manner. Customers may, therefore, expect the return of what they are having given and what they have received in the service.

Additionally, As studied by Harrington et al. (2011) they need to gain a better understanding of customer satisfaction to ensure that customer satisfaction is attainable or that they can make the most of long-term services. Therefore, maintaining good and long-term customer satisfaction helps the bakeshop because customers are likely to switch to other bakeshops when they are unsatisfied.

Also, Alan, Valarie A., Mary Jo, and Dwayne D., (2012) characterized that customer satisfaction as the customer's assessment of the services to the extent that the service addressed the customer's needs and expectations. Then, bakeshops must perform the service to address the expectations of the customers.

However, agreeing to Schiffman and Karun (2004), customer satisfaction is defined as an individual's insight into the performance of the services about his or her expectations. After a customer satisfied with what he

or she had expected, the positive response of the service provided could be retained.

On the contrary Hill, Roche, and Allen (2007) stated that customer satisfaction is a measure that expects future customer behavior. Therefore, when a bakeshop wins a customer, a good relationship should continue to be established.

Lastly, Lim et al., (2006) stated customer satisfaction is considered to be the result that customers received when the service they experienced exceeds their expectations. So, if the customer feels satisfied with what he or she expected, it might be helpful for the bakeshop to provide good service in the positive response of the customers.

## **Chapter 3**

### **METHOD**

This chapter contains the discussion of research design, research subject, research instrument, data gathering procedures, and statistical treatment of data.

#### **Research Design**

The researchers used descriptive-correlation method (Creswell, 2009), descriptive method is designed to describe the level of the two variables and the method described the relationship between two variables. It is correlation since it allows the researchers to investigate naturally occurring variables that may be unethical or impractical to test experimentally and it also allows the researcher to clearly and easily see if there is a relationship between variables.

Hence, this study is descriptive because new ideas and theories are discovered and presented and at the same time correlation in the sense that it explores the relationship between service quality and customer satisfaction among selected bakeshops in Panabo City.

#### **Research Subject**

The respondents of this study are the selected customers in bakeshops in Panabo City As shown in Table 1, there are one hundred fourthy (140) respondents answered the questionnaires that enable researchers to determine the level of service quality and customer satisfaction

among selected bakeshops in Panabo City. This study used convenience sampling in determining the number of respondents.

**Table 1**

**Distribution of Respondents**

Bakeshop	Respondents
B1	20
B2	20
B3	20
B4	20
B5	20
B6	20
B7	20
Total	140

**Research Instrument**

The instrument used in determining the respondent's response in the independent variable and dependent variable was a standardized questionnaire of Karki and Panthi (2018). The research questionnaire consists of two parts, namely: part one which pertains to the extent of service quality of the bakeshop, and part two refers to the assessment of the level of satisfaction of the bakeshops, which was validated by experts, the panel members. The respondents were

asked to check a single selected choice on the range of 5 to 1 for the two parts.

To determine the level of service quality among selected bakeshop in Panabo City, the following rating scales were used:

Scale	Descriptive Equivalent	Interpretation
4.21-5.00	Very High	This means that the service quality is always practiced.
3.41-4.20	High	This means that the service of quality is often practiced.
2.61-3.40	Moderate	This means that the service quality is sometimes practiced.
1.81-2.60	Low	This means that the service quality is less practiced.
1.00-1.80	Very Low	This means that the service quality is not practiced.

To determine the level of satisfaction among selected bakeshops in Panabo City, the following rate scale was used:



Scale	Descriptive Equivalent	Interpretation
4.21-5.00	Very High	This means that the level of satisfaction always is very satisfactory.
3.41-4.20	High	This means that the level of satisfaction is satisfactory.
2.61-3.40	Moderate	This means that the level of satisfaction is fair.
1.81-2.60	Low	This means that the level of satisfaction is less satisfactory.
1.00-1.80	Very Low	This means that the level of satisfaction is not satisfactory.

### **Data Gathering Procedures**

The process of conducting the study involves the following steps:

**Initial Interview.** The researchers asked for the names of the managers or owners of the selected bakeshops to address the letter in asking permission to conduct a study.

**Seeking Permission to Conduct the Study.** The researchers send a letter asking permission to the owner or manager of bakeshops to conduct the study.

**Validation of the Instrument.** The questionnaire was validated by the validators.

**Administrations of the Instrument.** Upon approval, the researchers personally administered the questionnaire. The distribution was done during their free time. A personal interview was conducted for clarity of the answers from the respondents.

**Retrieval of the Questionnaire.** After the researchers' administration of the questionnaire, the data were immediately collected.

**Collection of Data.** After collecting the questionnaire, it is immediately tallied and subjected to statistical interpretation.

#### **Statistical Treatment of Data**

The following statistical tools were used in this study:

**Weighted mean.** This was used to determine the level of service quality and level of satisfaction among selected bakeshops.

**Pearson-r.** This was used to determine the significant relationship between Service Quality and Level of Satisfaction among selected bakeshops.

## **Chapter 4**

### **PRESENTATION, INTERPRETATION, AND ANALYSIS OF FINDINGS**

The chapter consists of the presentation and analysis of findings relevant to the queries raised in the previous chapter. They are presented both in tabular and textual forms with the corresponding logical and profound description of the result.

#### **Level of Service Quality among selected Bakeshop**

The level of service quality is measured. The evaluation is based on a seven-item survey question relating to the service quality among selected bakeshop.

As shown in Table 2, the level of service quality has an overall mean of 4.18 described as high. It means that the level of service quality among selected bakeshop is often practiced. It indicates bakeshop rendered good service to their customer. Based on Vazquez et al., (2001) service quality is the result of a comparison of their pre-service expectations with their actual service experience. The service will be considered excellent if the experience exceeds expectations; it will be considered good or satisfactory if it only meets expectations; the service will be classified as bad, poor, or deficient if it does not meet expectations.

**Table 2**  
**Level of Service Quality among selected Bakeshop**

Service Quality	Mean	Descriptive Equivalent
The Staff...		
1. Employees speak clearly.	4.26	Very High
2. The staff is friendly.	4.26	Very High
3. Bakeshop gives customers individual attention.	4.14	High
4. Staff always available to serve customers at any time.	4.15	High

5. The bakeshop treats each customer with respect.	4.19	High
6. The bakeshop has the customer's best interests at heart.	4.10	High
7. The bakeshop staff understands the specific needs of their customers.	4.19	High
<b>Over-all Mean</b>	<b>4.18</b>	<b>High</b>

---

**Legend:**

<b>Scale</b>	<b>Descriptive Equivalent</b>
4.21 – 5.00	Very High
3.41 – 4.20	High
2.61 – 3.40	Moderate
1.81 – 2.60	Low
1.00 – 1.80	Very Low

The highest item is number 1 and 2 with the same mean of 4.26 describe as very high in *employees speaks clearly and the staff is friendly*. It implies that the bakeshop staff is proving their services to the customer's expectation. The lowest item is number 6 with the mean of 4.10 described as a high in *the bakeshop has the customer's best interests at heart*. It implies that the bakeshop staff shall improve their techniques in assessing customer needs in the bakeshop.

The remaining items are the following: items 3, 4, 5 and 7 with the mean of 4.14, 4.15, 4.19 and 4.19 described as high respectively *in the bakeshop gives customers individual attention, staff always available to serve customers at any time, the bakeshop treats each customer with respect and the bakeshop staff understand the specific needs of their customers*.

### **Level of Customer Satisfaction among selected Bakeshop**

As shown in Table 3, the level of satisfaction has an overall mean of 4.18 described as high. It means that the level of customer satisfaction among selected bakeshop is satisfactory. It indicates that the customer is satisfied with the delivery of services, facilities, menus of bread, etc. Agreeing to Gilbert (2006), customer satisfaction is a prerequisite for the growth and expansion of the bakery, which ultimately leads to improved cost-effectiveness.

**Table 3**  
**Level of Customer Satisfaction among Selected Bakeshop**

Customer Satisfaction	Mean	Descriptive Equivalent
The bakeshop...		
1. Provide physical facilities like parking area, restroom, counter, and snack area.	4.17	High
2. Has complete equipment like a mixer, roller, showcase, and others.	4.14	High
3. Has different duties of employees like production bakers, kitchen help, specialized skills, and outside help.	4.19	High
4. Offered a different menu of bread.	4.19	High
5. Follows environment guidelines like waste management, noise abatement, odor, and sanitary nuisance and emissions, and dust management.	4.17	High
6. Manage services like selling fresh bakery goods all day long and preparing preferred bread at different times.	4.24	Very High
<b>Over-all Mean</b>	<b>4.18</b>	<b>High</b>

**Legend:**

Scale	Descriptive Equivalent
4.21 – 5.00	Very High
3.41 – 4.20	High
2.61 – 3.40	Moderate
1.81 – 2.60	Low
1.00 – 1.80	Very Low

The highest item is number 6 with the mean of 4.24 described as very high in *managing services like selling fresh bakery goods all day long and preparing preferred bread at different time*. It implies that the bakeshop is selling fresh breads at prefer time of customers. The lowest item is number 2 with the mean of 4.14 described as a high in *the bakeshop has complete equipment like a mixer, roller, showcase, and others*. It implies that the bakeshop must have complete equipment for them to make a satisfactory menu breads that customers taste.

The remaining items are the following: items 1, 3, 4 and 5 with the mean of 4.17, 4.19, 4.19 and 4.17 described as high respectively in *the bakeshop providing physical facilities like parking area, restroom, counter and snack area, have different duties of employees like production bakers, kitchen help, specialized skills and outside help, offered a different menu of bread and follows environment guidelines like waste management, noise abatement, odor, and sanitary nuisance and emissions and dust management*.

### **Significant Relationship between Service Quality and Customer Satisfaction among selected Bakeshop**

Table 4 presents significant relationship between service quality and customer satisfaction among selected bakeshop. As to the data revealed among selected bakeshop, the result of the computation of Pearson-r of service quality and customer satisfaction is 0.705 with P-value of 0.000. Since P-value is greater than 0.05, the null hypothesis is rejected. It can be stated therefore that there is significant relationship between service quality and



customer satisfaction among selected bakeshop. This implies that the application of service quality has influence on customer satisfaction.

**Table 4**

**Significant relationship between Service Quality and Customer Satisfaction**

Correlation Coefficient

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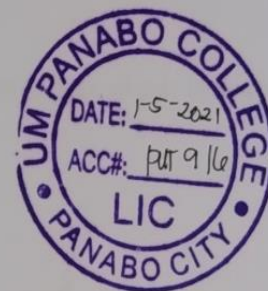
	Customer Satisfaction
Service Quality	0.705

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P-value (0.000) < 0.05

The overall result of this study is supported by Gruber, Fub, Voss, & Glazer-Zikuda (2010) that service quality and clients satisfaction are fundamentally two separate topics but can be extremely interconnected. Wiers, Stensaker, & Groogard (2004) supported that in highly competitive environment, service quality and customer satisfaction became without any uncertainty the two basic conceptualization that are at the central of the philosophy and practice of marketing.

Moreover, this study is also supported by the theory of Carrillat, Jaramillo, & Mulki (2007) that the mainstream of contemporary publications believes that service quality is an antecedent to customer satisfaction.



## Chapter 5

### **SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS**

This chapter presents the summary of findings, conclusions, and recommendations of the study.

#### **Findings**

The following were the findings of the study based on the computed result.

1. The overall mean of service quality is 4.18 which is interpreted as often practiced.
2. The overall mean of customer satisfaction is 4.18 which is interpreted as satisfactory.
3. The computed r-value is 0.705 with P-value of 0.000 which is less than 0.05. Thus, the null hypothesis is rejected.

#### **Conclusions**

The following conclusions were drawn based on the findings of the study:

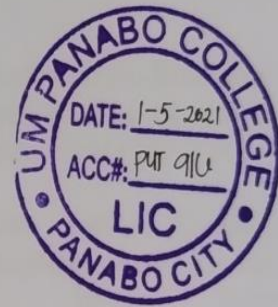
1. The level of service quality among selected bakeshops is high.
2. The level of customer satisfaction among selected bakeshops is high.
3. There is a significant relationship between service quality and customer satisfaction among selected bakeshops.

#### **Recommendations**

These are the recommendation of the researchers based on the results of the study.

1. The owners of the bakeshop may enhance their services by preparing the product with sanitized and clean equipment. Given the wide variety of their bread that effectively engage with customers need and taste.

2. The owners of the bakeshop may continue to serve a good service to earn profit and meet the satisfaction of the customers.
3. The future researchers may reproduce the study three to five years from now provided, that their research will be conducted to all bakeshops in Panabo City to evaluate the relationship between service quality and customer satisfaction among bakeshop.



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## APPENDIX A-1

### Letter of Permission to Conduct the Study

February 20, 2020

**CHRISTINA PAGLINAWAN**

Owner  
Christine Bakeshop  
Salvacion, Panabo City

Ma'am:

A greeting oh happiness and peace to you.

The understanding are currently working on their thesis entitled “**Service Quality and Customer Satisfaction among selected bakeshops in Panabo City**” for our Marketing Research subject.

In line with this, we would like to ask permission for your office to allow us to administer the questionnaires to your customers. Attached are the questionnaires for your references. We assure that the data shall be treated with outmost confidentiality.

It is hoped that this request be given favourable action and preferential attention.

Thank you very much.

Respectfully yours,

**DIVINE GRACE T. PANILAGAO**

**LILIBETH D. GUBATON**

**ALTONETE B. CHAVES**  
Researcher

Noted:

**DR. AMELIE L. CHICO**  
Adviser

## APPENDIX A-2

### Letter of Permission to Conduct the Study

February 20, 2020

**ARCELI A. TUMACA**

Owner

Bakery ni Diding

Cagangohan, Panabo City

Ma'am:

A greeting oh happiness and peace to you.

The understanding are currently working on their thesis entitled “**Service Quality and Customer Satisfaction among selected bakeshops in Panabo City**” for our Marketing Research subject.

In line with this, we would like to ask permission for your office to allow us to administer the questionnaires to your customers. Attached are the questionnaires for your references. We assure that the data shall be treated with outmost confidentiality.

It is hoped that this request be given favourable action and preferential attention.

Thank you very much.

Respectfully yours,

**DIVINE GRACE T. PANILAGAO**

**LILIBETH D. GUBATON**

**ALTONETE B. CHAVES**

Researcher

Noted:

**DR. AMELIE L. CHICO**

Adviser

**APPENDIX A-3**

**Letter of Permission to Conduct the Study**

February 20, 2020

**MICHAEL LU**

Owner  
Panadero Bakeshop  
Panabo City

Sir:

A greeting oh happiness and peace to you.

The understanding are currently working on their thesis entitled “**Service Quality and Customer Satisfaction among selected bakeshops in Panabo City**” for our Marketing Research subject.

In line with this, we would like to ask permission for your office to allow us to administer the questionnaires to your customers. Attached are the questionnaires for your references. We assure that the data shall be treated with outmost confidentiality.

It is hoped that this request be given favourable action and preferential attention.

Thank you very much.

Respectfully yours,

**DIVINE GRACE T. PANILAGAO**

**LILIBETH D. GUBATON**

**ALTONETE B. CHAVES**  
Researcher

Noted:

**DR. AMELIE L. CHICO**  
Adviser

## APPENDIX A-4

### Letter of Permission to Conduct the Study

February 20, 2020

**PEDRO L. BARRIOS**

Owner

Manolette Bakeshop

New Pandan, Panabo City

Sir:

A greeting oh happiness and peace to you.

The understanding are currently working on their thesis entitled “**Service Quality and Customer Satisfaction among selected bakeshops in Panabo City**” for our Marketing Research subject.

In line with this, we would like to ask permission for your office to allow us to administer the questionnaires to your customers. Attached are the questionnaires for your references. We assure that the data shall be treated with outmost confidentiality.

It is hoped that this request be given favourable action and preferential attention.

Thank you very much.

Respectfully yours,

**DIVINE GRACE T. PANILAGAO**

**LILIBETH D. GUBATON**

**ALTONETE B. CHAVES**

Researcher

Noted:

**DR. AMELIE L. CHICO**

Adviser

**APPENDIX A-5**

**Letter of Permission to Conduct the Study**

February 20, 2020

**ARLENE P. BANGOYAN**

Owner

Yan's Breads Cakes and Pastries

Maduao, Panabo City

Ma'am:

A greeting oh happiness and peace to you.

The understanding are currently working on their thesis entitled "**Service Quality and Customer Satisfaction among selected bakeshops in Panabo City**" for our Marketing Research subject.

In line with this, we would like to ask permission for your office to allow us to administer the questionnaires to your customers. Attached are the questionnaires for your references. We assure that the data shall be treated with outmost confidentiality.

It is hoped that this request be given favourable action and preferential attention.

Thank you very much.

Respectfully yours,

**DIVINE GRACE T. PANILAGAO**

**LILIBETH D. GUBATON**

**ALTONETE B. CHAVES**

Researcher

Noted:

**DR. AMELIE L. CHICO**

Adviser

## APPENDIX A-6

### Letter of Permission to Conduct the Study

February 20, 2020

**ANNIELYN SANCHEZ**

Owner  
Angelnoraine Breadhaus  
New Visayas, Panabo City

Ma'am:

A greeting oh happiness and peace to you.

The understanding are currently working on their thesis entitled "**Service Quality and Customer Satisfaction among selected bakeshops in Panabo City**" for our Marketing Research subject.

In line with this, we would like to ask permission for your office to allow us to administer the questionnaires to your customers. Attached are the questionnaires for your references. We assure that the data shall be treated with outmost confidentiality.

It is hoped that this request be given favourable action and preferential attention.

Thank you very much.

Respectfully yours,

**DIVINE GRACE T. PANILAGAO**

**LILIBETH D. GUBATON**

**ALTONETE B. CHAVES**  
Researcher

Noted:

**DR. AMELIE L. CHICO**  
Adviser



## APPENDIX A-7

### Letter of Permission to Conduct the Study

February 20, 2020

**ROCEL JUNTILLA**

Owner  
Chriscel Bakeshop  
Southern Davao, Panabo City

Ma'am:

A greeting oh happiness and peace to you.

The understanding are currently working on their thesis entitled "**Service Quality and Customer Satisfaction among selected bakeshops in Panabo City**" for our Marketing Research subject.

In line with this, we would like to ask permission for your office to allow us to administer the questionnaires to your customers. Attached are the questionnaires for your references. We assure that the data shall be treated with outmost confidentiality.

It is hoped that this request be given favourable action and preferential attention.

Thank you very much.

Respectfully yours,

**DIVINE GRACE T. PANILAGAO**

**LILIBETH D. GUBATON**

**ALTONETE B. CHAVES**  
Researcher

Noted:

**DR. AMELIE L. CHICO**  
Adviser

**APPENDIX B-1****Letter for Validation**

September 23, 2019

**DR. ANTONIETTA T. OCAY**

Program Head- FM  
UM Panabo College  
Panabo City

Dear Ma'am:

You are one of the chosen evaluators of our questionnaire on our research study entitled "**Service Quality and Customer Satisfaction among selected bakeshops in Panabo City**".

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write your comments, suggestion, and recommendation that will improve the above mention questionnaire.

Thank you very much for your assistance and valuable contribution on this request.

Very respectfully yours,

**DIVINE GRACE T. PANILAGAO**

**LILIBETH D. GUBATON**

**ALTONETE B. CHAVES**

**Researchers**

Noted:

**DR. AMELIE L. CHICO**

**Adviser**

**APPENDIX B-2****Letter for Validation**

September 23, 2019

**PROF. ANGELO J. NAMUAG**

Program Head- MM  
UM Panabo College  
Panabo City

Dear Ma'am:

You are one of the chosen evaluators of our questionnaire on our research study entitled "**Service Quality and Customer Satisfaction among selected bakeshops in Panabo City**".

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write your comments, suggestion, and recommendation that will improve the above mention questionnaire.

Thank you very much for your assistance and valuable contribution on this request.

Very respectfully yours,

**DIVINE GRACE T. PANILAGAO**

**LILIBETH D. GUBATON**

**ALTONETE B. CHAVES**

**Researchers**


Noted:

**DR. AMELIE L. CHICO**

**Adviser**

## APPENDIX C-1

### Validation Sheet

 The University of Mindanao	<b>RESEARCH AND PUBLICATION CENTER</b> [ ] Main [ ] Branch _____										
<b>QUESTIONNAIRE VALIDATION SHEET</b>											
Title of Research: <u>Service Quality and Customer Satisfaction among Selected Bakeries in</u> <u>Panabo City</u>											
Proponents: <u>Panilagao, Divine Grace, Eubottom, Libbeth and</u> <u>Chaves, Ateneo</u>											
To the Evaluator: Please check the appropriate box for your ratings.											
Point Equivalent:	5 – Excellent	2 – Fair									
	4 – Very Good	1 – Poor									
	3 – Good										
<table border="1"> <tr> <td></td> <td style="text-align: center;">5</td> <td style="text-align: center;">4</td> <td style="text-align: center;">3</td> <td style="text-align: center;">2</td> <td style="text-align: center;">1</td> </tr> </table>							5	4	3	2	1
	5	4	3	2	1						
<b>1. CLARITY OF DIRECTION AND ITEMS</b> The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.		✓									
<b>2. PRESENTATION/ORGANIZATION OF ITEMS</b> The items are presented and organized in logical manner.		✓									
<b>3. SUITABILITY OF ITEMS</b> The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.		✓									
<b>4. ADEQUATENESS OF ITEMS PER CATEGORY</b> The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.		✓									
<b>5. ATTAINMENT OF PURPOSE</b> The instrument as a whole fulfills the objectives for which it was constructed.		✓									
<b>6. OBJECTIVITY</b> Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.		✓									
<b>7. SCALE AND EVALUATION RATINGS SYSTEM</b> The scale adapted is appropriate for the items.		✓									
Professor <u>Angela J. Namug</u> Signature Above Printed Name											
F-13100-004/ Rev. # 1/ Effectivity: July 24, 2017											





**APPENDIX D**

**SURVEY QUESTIONNAIRE**

**SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG  
SELECTED BAKESHOPS IN PANABO CITY**

Karki and Panthi (2018)

Part 1. Profile of the Respondents

Name: \_\_\_\_\_ Position: \_\_\_\_\_  
\_\_\_\_\_

Name of the Bakeshop: \_\_\_\_\_ Date: \_\_\_\_\_  
\_\_\_\_\_

Instructions: This research is to measure the service quality of the bakeshop. Please put a checkmark (/) appropriate to your answer using the given scale. The answers which will be given will be used solely for research purpose and will be kept confidential.

- 5- Strongly Agree    3- Neither Agree nor Disagree    1- Strongly Disagree  
4- Agree            2- Disagree

Part 2. **Service Quality**

	5	4	3	2	1
1. Employees speaks clearly.					
2. The staff is friendly.					
3. The bakeshop gives customers individual attention.					
4. Staff always available to serve customers at any time.					
5. The bakeshop treats each customer with respect.					
6. The bakeshop has the customer's best interests at heart.					

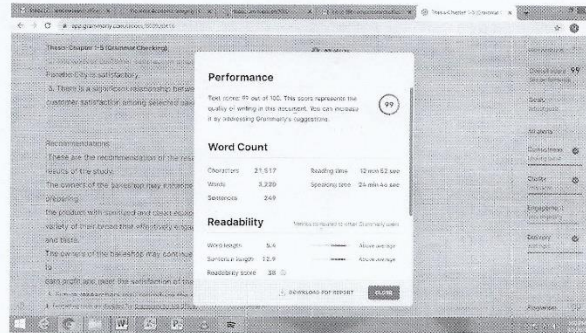
7. The bakeshop staff understand the specific needs of their customers.					
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### Part 3. Customer Satisfaction

<b>The bakeshop . . .</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1. provide physical <b>facilities</b> like parking area, restroom, counter and snack area.					
2. has complete <b>equipment</b> like a mixer, roller, showcase, and others.					
3. has different <b>duties of employees</b> like production bakers, kitchen help, specialized skills and outside help.					
4. offered a different <b>menu</b> of bread.					
5. follows <b>environment</b> guidelines like waste management, noise abatement, odour and sanitary nuisance and emissions and dust management.					
6. manage <b>services</b> like selling fresh bakery goods all day long and preparing preferred bread at different time.					

## APPENDIX E

### CERTIFICATE OF GRAMMARLY



Service Quality and Customer Satisfaction

Grammarly Certification 99% (September 2, 2020)

PANILAGAO

GUBATON

CHAVES

DR. AMELIE L. CHICO

RESEARCH ADVISER



# APPENDIX F

## CERTIFICATE OF APPEARANCE



UM Panabo College  
Research Office  
Arguetas St., San Francisco  
Panabo City

### Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

\_\_\_\_\_ and conducted \_\_\_\_\_  
(Name of Office/Agency) (State activity)

in relation to their thesis/FS entitled "Service Quality and Customer Satisfaction"  
among Selected Bakeshop in Panabo City  
during the period \_\_\_\_\_  
(State inclusive dates)

Vanniello A. Casono  
(Lamin)

Name and Signature of Authorized Personnel



UM Panabo College  
Research Office  
Arguetas St., San Francisco  
Panabo City

### Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

\_\_\_\_\_ and conducted \_\_\_\_\_  
(Name of Office/Agency) (State activity)

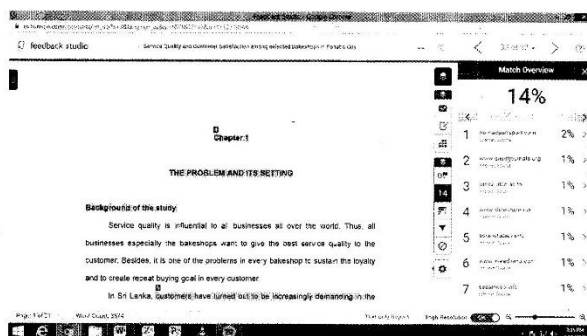
in relation to their thesis/FS entitled "Service Quality and Customer Satisfaction"  
among Selected Bakeshop in Panabo City  
during the period \_\_\_\_\_  
(State inclusive dates)

MARILYN R. BRADCO

Name and Signature of Authorized Personnel

## APPENDIX G

## CERTIFICATE OF PLAGIARISM TEST




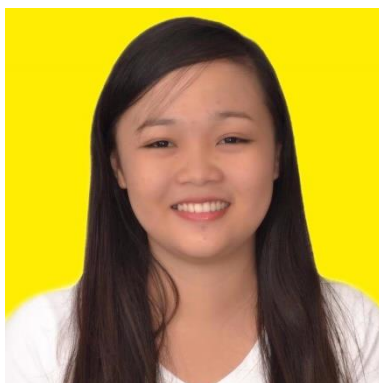
PANILAGAO, GUBATON, CHAVES

CONGRATULATIONS

(August 25, 2020)

**PLAGIARISM RESULT FIRST RUN PASSED 14%**

  
**DR. AMELIE L. CHICO**  
RESEARCH COORDINATOR



**ALTONETE B. CHAVES**

Km.36 Purok 4-B Sto.Nino Carmen Davao Del Notre

Mobile No.: (+63) 909-231-0073

Tel No.: (084) 083-0318

Email Address: [altonetechaves16@gmail.com](mailto:altonetechaves16@gmail.com)

**Personal Information:**

Birth Date	:	June 30, 1995
Birth Place	:	Salay Misamis Oriental
Age	:	24 years old
Gender	:	Female
Civil Status	:	Single
Religion	:	Catholic
High	:	5'5
Weight	:	51

**Education Background:**

Tertiary Level	:	University of Mindanao Panabo Collage
		Bachelor of Science in Business
Administration		Major in Marketing Management
		2017-Present
Secondary	:	Carmen National High School
		2011-2012
Elementary	:	Sto.Nino Elementary School
		2007-2008

**Work Experience:**

- **Ultrabowl Inc.**  
July 14, 2014-June 10, 2018  
Cashier
- **Gaisano Grand Mall of Panabo**  
August 27, 2013-February 25, 2014  
Sales Assistant
- **School Affiliation**  
Young Marketers Society (3<sup>rd</sup> Year Representative 2019-2020)

**Training's/Seminars:**

- Anti-Bullying
- Solid Waste Management
- HIV/AIDS Awareness and sexual Harassment

**Skills/Qualification:**

- Knows Microsoft office (Word and Excel)
- Ability to work with team work; good in establishing camaraderie
- I can work efficiently and effectively with group or even by myself
- I am open-minded, optimistic and trustworthy person
- Knows Liquidation

**Character Reference:****Mrs Analyn P. Sullivan**

Manager  
Ultrabowl, Inc.  
(+63) 998-162-0377

**Mrs Honey C. Estrella**

Cashier  
Ruby Grand shower room Corporation  
(+63) 909-402-4088

I hereby certify that the above stated are true and correct to the best of my knowledge.

**ALTONETE B. CHAVES**

**LILIBETH D. GUBATON**

Andap, Laak Davao De Oro Province  
Mobile No.: (+63) 951-371-1475  
Email Address: [gubatonlilibeth@gmail.com](mailto:gubatonlilibeth@gmail.com)

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**Personal Information:**

Birth Date	: November 8, 1986
Birth Place	: Andap, Laak San.Vicente, Tagum Davao Del Norte
Age	: 33 years old
Gender	: Female
Civil Status	: Single
Religion	: Catholic
High	: 4'11
Weight	: 54

**Education Background:**

Tertiary Level	: University of Mindanao Panabo Collage Bachelor of Science in Business Administration Major in Marketing Management 2017-Present
Secondary	: Laak National High School 2004-2005
Elementary	: Andap Laak Compostela Valley Province 2000-2001

**Work Experience:**

- **Julies Bakeshop Franchise Corporation**  
Front liner (2007-2009)  
Scalier (2009-2020)
- **School Affiliation**  
Young Marketers Society (2<sup>rd</sup> Year Representative 2018-2019)  
Young Marketers Society (External President 2019-2020)

**Training's/Seminars:**

- Anti-Bullying
- Solid Waste Management
- HIV/AIDS Awareness and sexual Harassment

**Skills/Qualification:**

- Knows Microsoft office (Word and Excel)
- Good in establishing camaraderie
- trustworthy person
- Knows Liquidation

**Character Reference:****Ms Maiden Desalan**

Supervisor  
Julies Bakeshop Franchise Corporation  
(+63) 923-959-6219

**Mr Stephen Philip Arquisola**

Diode tic Engr.  
Julies Bakeshop Franchise Corporation  
(+63) 917-711-4341

I hereby certify that the above stated are true and correct to the best of my knowledge.

**LILIBETH D. GUBATON**

**DIVINE GRACE TANGA-AN PANILAGAO**

Brgy. New Visayas, Panabo City Davao del Norte

Mobile No.: (+63) 938-543-2949

Email Address: [divinegracepanilagao24@gmail.com](mailto:divinegracepanilagao24@gmail.com)

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**Personal Information:**

Name : Divine Grace T. Panilagao  
Address : Villa Felisa, Brgy. New Visayas, Panabo City  
Date Birth : December 24, 1995  
Age : 24 years old  
Gender : Female  
Height : 5'6  
Weight : 55 kg  
Civil Status : Single  
Religion : Jehovah's Witnesses

**Education Background:**

Tertiary Level : University of Mindanao Panabo College  
Bachelor of Science in Business Administration  
Major in Marketing Management  
2017-Present

Secondary : Panabo National High School  
2011-2012

Elementary : Panabo SDA Learning Center  
2007-2008

### **Work Experience:**

- **School Affiliation**

Young Marketers Society (Treasurer 2018-2019)

Young Marketers Society (Ass. Treasurer 2019-2020)

PEER Facilitator Organization (Vice-President External 2019-2020)

- **University of Mindanao Panabo College**

Student and Teachers Assistant

11 December 2018 to 20 January 2020

### **Training's/Seminars:**

- Anti-Bullying
- Solid Waste Management
- HIV/AIDS Awareness and Sexual Harassment

### **Communication Skills:**

- Computer Literate (MS Word, MS Excel, MS Power Point)
- Time Management Skills and Multitasking ability
- Positive work attitude and professionalism

### **References:**

Mrs. Liezel V. Chan  
Dean of College  
University of Mindanao  
Panabo City  
(+63) 948-327-9210

Mr. Elmer A. Invidiado  
Team Leader  
J&T Express



Panabo City  
(+63) 907-770-8370

I hereby certify that the above stated are true and correct to the best of my knowledge.

**DIVINE GRACE T. PANILAGAO**