

SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARDS RHETT'S PRINTING SERVICE IN BAGTAS, TANZA CAVITE: BASIS FOR SERVICE ENHANCEMENT PLAN

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<https://doi.org/10.37602/IJREHC.2024.5120>

ABSTRACT

In the business world, understanding the relationship between service quality and customer satisfaction is important. Businesses that offer services play a crucial role in ensuring their service quality aligns with customer expectations, ultimately leading to customer satisfaction. By prioritizing service quality, businesses can build customer loyalty, gain a competitive edge, and foster positive word-of-mouth, all of which contribute to the overall success and growth.

This study aimed to determine the service quality and customer satisfaction of Rhett's Printing Services in Bagtas, Tanza, Cavite. Participants evaluate the service quality and customer satisfaction of Rhett's Printing based on the SERVQUAL model, which measures five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy.

As a result, it is revealed that in terms of customer perceptions of service quality of Rhett's printing service, the participants strongly agree with the five qualities of the services provided by the Rhett's Printing Services, and they consistently deliver outstanding service quality as perceived by customers. It is also revealed that the participants are very satisfied with the service of Rhett's Printing Services.

The researchers identified specific areas for service enhancement, aligning with the proposed plan for improvement at Rhett's Printing Services. The focus is on renovating or relocating the studio, fixing lights, and upgrading equipment aims to create a more comfortable environment and efficient execution of service process, aligning with contemporary expectations of service quality and contributing significantly to customer satisfaction.

Keywords: service quality, customer satisfaction, printing service, digital printing, tangibility, responsiveness

1.0 INTRODUCTION

In today's competitive business landscape, it's crucial for service-based companies to understand the connection between service quality and customer satisfaction. These businesses need to provide excellent service that goes beyond what customers expect. This helps in building a loyal customer base, standing out from competitors, and getting positive feedback through word-of-mouth. Giving importance to service quality isn't just about making customers

satisfied; it's also a key factor for long-term success and business growth. When businesses prioritize service quality, they demonstrate their commitment to delivering value to their customers. By consistently meeting or surpassing customer expectations, businesses can establish a strong reputation for reliability and dependability. This reputation, in turn, fosters customer loyalty, as satisfied customers are more likely to continue supporting a business and recommending it to others. In an era where customer reviews and recommendations hold significant weight, businesses that prioritize service quality can benefit from positive word-of-mouth, which can attract new customers and contribute to their growth and success (Bengtsson et al., 2022).

Quality printing services are integral to customer satisfaction, as evidenced by indicators such as complaint absence, frequent purchases, and the perception that needs are met without inconvenience, as noted by Puspitasari (2022). Ali et al. (2022) emphasized the emotional response associated with customer satisfaction, stressing the significant influence of service quality and customer satisfaction as distinct factors. Service quality, defined as meeting or surpassing customer expectations, plays a vital role in marketing activities, with any service delivery disappointment having long-term negative consequences for businesses. Abdullah, Arshad, and Ahmad's (2018) study underline the predictive role of customer satisfaction in the financial performance of printing companies, emphasizing that prioritizing and improving customer satisfaction can lead to enhanced profitability and sustained business.

Thus, this paper aimed to assess the key aspects of service quality of Rhett's Printing, a service provider in Bagtas, Tanza, Cavite. Participants evaluated Rhett's Printing's service quality using the SERVQUAL model, focusing on tangibles, reliability, responsiveness, assurance, and empathy. In addition, customer satisfaction was also described using the elements of service quality. The paper concludes with a proposed service enhancement plan to improve Rhett's Printing's overall service quality and customer satisfaction.

2.0 MATERIALS AND METHODS

2.1 Research Design

This study employed a quantitative research approach, utilizing a descriptive design to investigate the underlying reasons and mechanisms through which service quality influenced customer satisfaction at Rhett's Printing Service in Bagtas, Tanza, Cavite. Data were collected through a survey, which provided information on improving the service offered for Rhett's Printing Services.

2.2 Sources of Data

The data were gathered from 100 participants who availed services from Rhett's Printing Services in Bagtas, Tanza, Cavite.

2.3 Data Analysis

A survey questionnaire was developed for the study, consisting of different statements that examined socio-demographic profile, customer perceptions of service quality and level of

satisfaction. The questionnaire had three sections: (1) socio demographic profile (2) customer perceived service quality and (3) level of satisfaction.

The researchers used a five-point Likert scale to interpret the participants’ degree of agreement or disagreement in the provided statements in the questionnaire. This was used to describe the perceived service quality and level of customer satisfaction.

2.4 Statistical Treatment

This study employed various statistical methods for comprehensive data analysis, utilizing numerical statistics such as frequency distribution to characterize the socio-demographic profile based on age and sex distribution. The assessment of customer perceptions of service quality involved descriptive statistics like mean and standard deviation, focusing on dimensions such as tangibility, reliability, responsiveness, assurance, and empathy. Numerical statistics, including weighted mean and standard deviation, were utilized to measure customer satisfaction levels across different service quality dimensions. The analysis employed a conversion scale tailored for assessing service quality and customer satisfaction for Rhett’s Printing Services.

3.0 RESULTS AND DISCUSSION

3.1 Demographic Profile of the Participants. The demographic profile of the participants was collected through the survey questionnaires that were distributed to them. The data included their age and sex.

Table 1 shows that most of participants belonged to the age group of 18-22 years old. There was an equal distribution of female and male participants. The study's findings implied that there was a predominant involvement of young individuals, availing services from Rhett’s.

Table 1. Distribution of participants in terms of their demographic profile

PROFILE	FREQUENCY	PERCENTAGE
Age		
18 – 22 years old	25	25%
23 – 27 years old	21	21%
28 – 32 years old	23	23%
33 – 37 years old	16	16%
38 years old above	15	15%
Sex		
Male	50	50%
Female	50	50%

3.2 Perceived Service Quality of Participants.

Table 2 presents the mean and standard deviation of participants’ perception on the service quality of Rhett’s Printing Service. The table shows the statistical analysis of the customer's perceived service quality at Rhett’s Printing Service in terms of tangibility, reliability,

responsiveness, assurance, and empathy. The participants strongly agree with the service quality of Rhett’s Printing Services providing tangible aspects of service, including the physical facilities, equipment, and appearance of personnel (SD= 2.16), strongly agree when Rhett's Printing Service consistently provide accurate and dependable printing services (SD=2.37), strongly agree when Rhett's Printing Service is prompt and willing to address customer needs and concerns (SD= 2.25), strongly agree when Rhett's Printing Service have confidence, professionalism, and courtesy exhibited (SD=2.12), strongly agree when Rhett's Printing Service demonstrates understanding and care for customer concerns (SD=2.23). The result shows that the participants strongly agree on their perception about the service quality in terms of tangibility, reliability, responsiveness, assurance, and empathy. This implies that Rhett’s Printing Service have excellent service quality.

Ramya (2019) strengthened the result of the study. Ramya’s study proved that the five dimensions of service quality indicate that all service quality dimensions positively influence how customers perceive and value the service, as well as how they recommend it to others. High-quality services contribute to positive customer experiences and the development of customer loyalty and trust. By identifying areas for improvement and addressing customer concerns, businesses can enhance their service quality and ultimately increase customer expectations.

Table 2. Participants’ perceived service quality

PERCEIVED QUALITY	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
Tangibility	4.69	2.16	Strongly agree
Reliability	4.62	2.37	Strongly agree
Responsiveness	4.68	2.25	Strongly agree
Assurance	4.70	2.12	Strongly agree
Empathy	4.69	2.23	Strongly agree
Over- all	4.676	2.226	Strongly agree

3.3 Level of Satisfaction of Participants.

Table 3 presents the mean and standard deviation of level of satisfaction of participants to Rhett’s Printing Service. The table shows the statistical analysis of the level of satisfaction of customers at Rhett’s Printing Service in terms of tangibility, reliability, responsiveness, assurance, and empathy. In this table, the participants are very satisfied with the tangible aspects of service, including the physical facilities, equipment, and appearance of personnel (SD= 2.27), very satisfied when Rhett's Printing Service consistently provide accurate and dependable printing services (SD=2.27), very satisfied when Rhett's Printing Service promptness and willingness to address customer needs and concerns (SD= 2.29), very satisfied when Rhett's Printing Service have confidence, professionalism, and courtesy exhibited (SD=2.19), very satisfied when Rhett's Printing Service demonstrates understanding and care for customer concerns (SD=2.01). Overall, the participants are very satisfied with the Rhett’s Printing Services in terms of tangibility, reliability, responsiveness, assurance, and empathy.

Zygiaris et al (2022) reinforces the findings of the study, stating that a company's ability to retain consumers through service and satisfy them is a major factor in determining its growth, service quality and customer satisfaction are critical components of business operations. It is anticipated that effective service will increase customer involvement and foster stronger relationships, leading to higher levels of satisfaction. Additionally, examining the differences between planned and perceived service can help define the quality of the service. Service quality and customer satisfaction have a positive relationship.

Table 3. Participants’ level of satisfaction

LEVEL OF SATISFACTION	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
Tangibility	4.68	2.27	Very satisfied
Reliability	4.63	2.27	Very satisfied
Responsiveness	4.68	2.29	Very satisfied
Assurance	4.69	2.19	Very satisfied
Empathy	4.72	2.01	Very satisfied
Over- All	4.68	2.206	Very satisfied

3.4 Proposed Service Enhancement Plan of Rhett's Printing Services

The results of the study show that the participants perceived the service quality of Rhett’s Printing Services to be excellent and that they are very satisfied with the services. As this was the case, the researchers proposed an enhancement plan for expansion and enhancing the physical environment of the business.

Rhett's Printing Service may prioritize improvements in lighting and equipment. Enhanced lighting aims to create a well-lit and inviting ambiance, contributing to a positive customer experience. Simultaneously, equipment upgrades may be planned to ensure the studio remains technologically advanced and efficient.

To overcome the challenge of a small space, a detailed spatial analysis may be conducted. This includes redesigning the layout to maximize the available area and potentially relocating non-essential equipment to create a more open and spacious studio. Relocating the studio to a bigger space is also an ideal option to cater many customers. For the issue of disorganization, dedicated storage solutions, such as shelves and cabinets, will streamline supplies and equipment, fostering a more organized work environment.

Additionally, the ambiance will be improved by introducing comfortable seating areas, aesthetically pleasing decor, and potentially background music, creating a more inviting and customer-friendly atmosphere. These tangible enhancements align with the objective of improving the physical environment and customer impressions at Rhett's Printing Service, ensuring a modern, organized, and comfortable space that meets or exceeds customer expectations.

4.0 CONCLUSION

The study reveals a noteworthy presence of individuals aged 18-22, emphasizing the involvement of teens and young adults in availing printing services. Their diverse needs, ranging from academic documentation to creative projects like posters and resumes, underscore the multifaceted nature of printing requirements. The outcomes shed light on the prevalent services sought at Rhett's Printing Services, highlighting offerings such as ID pictures, PVC IDs, tarpaulin printing, and t-shirt printing. This reflects a demand for personalized and essential items, enabling Rhett's to effectively meet current customer demands and anticipate future needs for sustained growth.

Insights into service quality of Rhett's Printing Services indicate strong participant agreement on the excellence of service quality in terms of tangibles, reliability, responsiveness, assurance, and empathy. This positive perception not only solidifies the existing customer base but also enhances Rhett's reputation, potentially attracting new clientele. Overall satisfaction suggests that Rhett's Printing Services consistently meet customer expectations across various service quality dimensions, showcasing their commitment to providing a comprehensive and gratifying customer experience.

The researchers identify specific areas for service enhancement, including renovating or relocating the studio to have a bigger space, fixing lights, and upgrading equipment. This strategic plan aligns with contemporary expectations, contributing significantly to customer satisfaction by creating a more comfortable and efficient environment.

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