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## LEVEL OF CUSTOMERS SATISFACTION ON THE SERVICES RENDERED BY MANG INASAL WALTERMART BRANCH STAFF

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### ABSTRACT

This study assessed the level of customer satisfaction on the services rendered by Mang Inasal Waltermart Branch staff. It focuses on the customers' satisfaction on staff services.

The participants in the study were fifty (50) customers using Descriptive methods of computing the sample size. The purposive sampling using the following criteria: (1) Must be a customer of Mang Inasal Waltermart Nasugbu; (2) must be 21 - 50 years old. The researcher conducted a questionnaire that was specifically designed for the purpose of gathering customer satisfaction data about respondents' profiles, specifically their age and sex, and the customer satisfaction in staff services of Mang Inasal Waltermart Nasugbu in terms of responsiveness, empathy, and tangibility.

The study revealed that the majority of respondents are between the ages of 21 and 30, with a greater proportion of female respondents than male respondents. When considering the respondents' profiles, there is no significant relationship between the three (3) selected service qualities. Thus, the Action Plan created can be used to guide improvements in Mang Inasal Waltermart Nasugbu staff services by enhancing their customer satisfaction in term of this qualities, the responsiveness, empathy, and tangibility.

**Keywords:** *customer satisfaction, responsiveness, empathy, tangibility, staff services*

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