



ASSESSING CUSTOMER SATISFACTION ON BEAUTY LASH SERVICES OFFERED IN LIAN, BATANGAS

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ABSTRACT

This study aimed to analyze Assessing Customer Satisfaction on Beauty Lash Services Offered in Lian Batangas. The study utilized the descriptive method. The respondents of the study were 50 Beauty-Lash Customers in Lian, Batangas. Frequency counts/ Percentage, Weighted Mean and Standard Deviation, F-Test and T-Test and Pearson were used in the data analysis. The findings revealed that the level of satisfaction on beauty lash services offered includes Quality and Durability of the Lashes, Comport and Wearability, Value for Money; and Overall Aesthetic Appeal and Safety. A Management Satisfaction Plan must be drawn based on the findings of the study.

Keywords: *Satisfaction on Beauty Lash Services Offered in Lian Batangas, Quality and Durability of the Lashes, Comport and Wearability, Value for Money; and Overall Aesthetic Appeal and Safety*

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