**TITLE:** ASSESSING THE SATISFACTION LEVEL OF MILLENNIALS ON SELF-SERVICE TECHNOLOGY ON THE CONVENIENCE STORES IN MOLINO 4

**THEORETICAL FRAMEWORK:**

This research is based on Souca Maria luiza (2011) SERVQUAL-. Since its introduction in (1985) by Parasuraman, Zeithaml, and Berry, the SERVQUAL model has been used to identify ways to improve service quality and, implicitly, customer satisfaction. However, the model has flaws, which has resulted in several variations, culminating in one based on the performance paradigm - the SERVPERF (Cronin, 1992), which has been introduced to literature and practice ever since. Because none of the proposals were a perfect solution, despite several refinements and reassessments of their dimensions, items, scale, and wording, the goal of this article is to evaluate the main SERVQUAL criticism, how the model has been modified and used, and to offer an opinion on whether the SERVQUAL model is superior to the other proposed alternative in both the literature review and in practice. The gap model, proposed by Parasuraman, Zeithaml, and Berry, contains ten aspects of service quality that have evolved into one of the most widely used measurement models available; the SERVQUAL instrument includes five dimensions of service quality that include tangibles, reliability, responsiveness, assurance, and empathy aspects Pena, da Silva, Tronchin, & Melleiro (2013)

**Statement of the Problem**

The study aims to determine the satisfaction level of millennials in using self-service technology in Molino 4 Bacoor City.

Specifically, the study sought to answer the following questions:

1. What is the demographic profile of respondents in terms of:
   1. Gender
   2. Educational Attainment
2. What is the satisfaction level of millennials on the self-service technology in 7-11 stores in terms of the following determinants of service quality?

2.1 Reliability

2.2 Responsiveness

2.3 Assurance

2.4 Empathy

2.5 Tangibles

1. Is the quality service of self-service technology has a significant effect on the satisfaction level of Millennials in convenience stores in Molino 4, Bacoor Cavite?

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Dear Respondent,

Great day!

We are working on our thesis study entitled “**Assessing the Satisfaction Level of Millennials on Self-Service Technology in Convenience Stores in Molino IV, Bacoor City**”. In line with this, if you have used kiosk machines at any 7-Eleven store in Molino IV, we would like to request and gather information from you by answering the following questions for the completion of this study. Rest assured that the information that will be given to us will be treated with the utmost confidentiality.

Michaela D. Ala

Cyrine Khaye A, Cale

Gemboy M. Camacho

Resel B. Valendez,  
  **Researchers**

Name (Optional): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Instruction: Please put a check (✔) in the box that corresponds to your answer.**

**Part I:** **Demographic Profile of the Respondents**

1.Gender  
 ☐ Male  
 ☐ Female  
 ☐ Prefer not to say

2. Educational Attainment

☐ Elementary  
 ☐ High School  
 ☐ College   
 ☐ Post-Graduate  
 ☐ Prefer not to specify

**Part II: Satisfaction Level**

**1** - Strongly Disagree **2** - Disagree **3** – Agree **4** - Strongly Agree

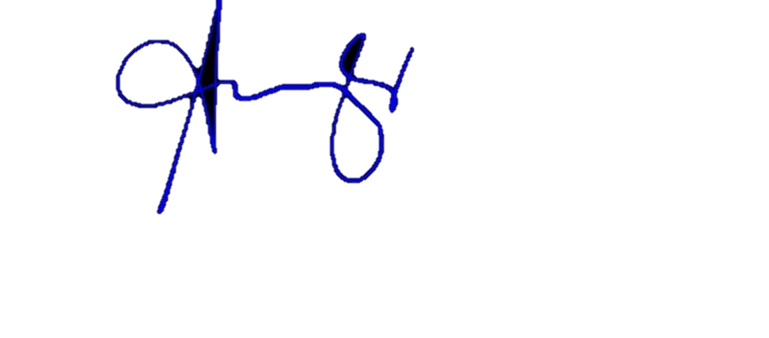
| **A** | **Reliability** | **1** | **2** | **3** | **4** |
| --- | --- | --- | --- | --- | --- |
| 1 | I am relieved that they provide accurate transaction receipts. |  |  |  |  |
| 2 | Using a kiosk machine can be considered as a dependable way to pay my bills. |  |  |  |  |
| 3 | I agree that using a kiosk machine is a reliable way in paying my bills. |  |  |  |  |
| 4 | If there is an error in my transaction the operators shows a sincere interest in solving it. |  |  |  |  |
| 5 | I am comfortable with making huge payments in kiosk machines because account names are kept confidential. |  |  |  |  |
| **B** | **Responsiveness** | **1** | **2** | **3** | **4** |
| 1 | When I have a problem in my transaction, the operators show a sincere interest in solving it. |  |  |  |  |
| 2 | Kiosk machines at 7-Eleven work faster than doing face-to-face transactions. |  |  |  |  |
| 3 | I use kiosk machines because they reflect my payments in real time. |  |  |  |  |
| 4 | The Staff in the convenience store is very attentive when I am in need of help in the kiosk machine. |  |  |  |  |
| 5 | Kiosk machines are consistent by being helpful to its users. |  |  |  |  |

| **C** | | **Assurance** | **1** | **2** | **3** | **4** |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | | Kiosk machines in convenience stores inspire trust in terms of safe usage. |  |  |  |  |
| 2 | | The kiosk machines at 7-Eleven present an organized list of outlets for paying my bills. |  |  |  |  |
| 3 | | The printed receipts provided by the kiosk machines match my expectations. |  |  |  |  |
| 4 | | I can see that kiosk machines are continuously being developed to provide better service to customers and providers. |  |  |  |  |
| 5 | | Kiosk machine is worth the risk to pay my bills. |  |  |  |  |
| **D** | | **Empathy** | **1** | **2** | **3** | **4** |
| 1 | | The staff provide information regarding extra charges and was able to let the customers know the valid reason. |  |  |  |  |
| 2 | | The staff was able to give correct information to customers about the services of the kiosk machine. |  |  |  |  |
| 3 | | Staff are able to address all inquiries in a professional manner. |  |  |  |  |
| 4 | | The staff give customers personal attention when using the kiosk machines. |  |  |  |  |
| 5 | | The staff understands my specific needs when using kiosk machines. |  |  |  |  |
| **E** | **Tangibles** | | **1** | **2** | **3** | **4** |
| 1 | The design and colors of the kiosk machine are visually appealing. | |  |  |  |  |
| 2 | The personnel in charge in the convenience store shows well-mannered behavior to guide the users of kiosk machines. | |  |  |  |  |
| 3 | The kiosk machines are always online. | |  |  |  |  |
| 4 | The guidelines of kiosk machines make them convenient to use. | |  |  |  |  |
| 5 | The graphic design of kiosk machines make them convenient to use. | |  |  |  |  |

Some statements used in this questionnaires are based on our Review Related Literature and some are adapted from “*SERVQUAL's 22 Questions*, n.d.”, “*Measuring Service Quality Using SERVQUAL*, n.d.”, (Chingang Nde Daniel, 2010) titled “Using the SERVQUAL Model to assess Service Quality and Customer Satisfaction” dated 2010. (Panda, 2014) titled “The Role of Tangibility in Service Quality and its Impact on External Customer Satisfaction: A Comparative Study of Hospital and Hospitality Sectors” dated November 2014,

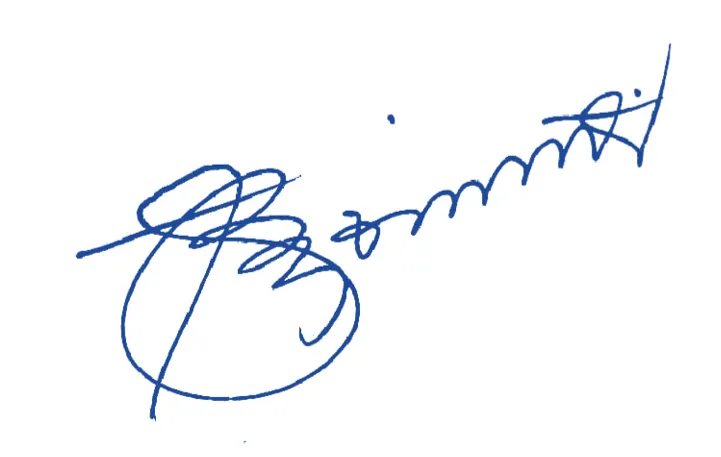
**Validated by:**

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**Ms. Anna Marie Rupido Mr. Joneil Pontejos**

Adviser Statistician



**Ms. Maria Lourdez Lamanilao Mr. Danilo Billedo Ms. Erica Tepait**

Panelist Panelist Panelist