

“EFFECTIVENESS OF EMPLOYEE ENGAGEMENT ON CUSTOMER SATISFACTION”

An Undergraduate Thesis

Presented to

The Faculty of the Department of Management

College of Business Administration and Accountancy

Mindanao State University

Marawi City

In partial fulfillment

Of the Requirements for the Degree of

Bachelor of Science in Business Administration

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ABSTRACT

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This study primarily aimed to determine the effectiveness of employee engagement on customer satisfaction. To be more specific, this study attempted to answer the following questions:

1. The respondents' demographic profile in terms of their age, gender, civil status, religion, and educational background. 2: Types of employee engagement in terms of cognitive engagement, emotional engagement, and physical engagement. 3. Perceived effectiveness of employee engagement on customer satisfaction in terms of strong corporate alignment, delight customer experience, improved customer relations and smoother internal collaboration. 4. Is there a significant relationship between employee engagement and customer satisfaction?

The study used descriptive correlational method of research. The subjects of the study are the Customers from ten (10) different Coffee Shops in MSU, Marawi City. A self-made questionnaire was used to collect data needed in the study. Descriptive method research is characterized by through findings of facts, describing and interpreting the data gathered to yield the needed information.

The finding reveals that sixty-three point six or 63.6% of the respondents belong to the age bracket of 21-24 years old, are females, single status, and Muslims. Most of the respondents uncertain that effectiveness of employee engagement in terms of cognitive engagement, emotional engagement, physical engagement, strong corporate alignment, delight customer experience, improved customer relations and smoother internal collaboration.

However, upon measuring the correlation between the employee engagement and customer satisfaction, the finding revealed that there is significant relationship between the two variables.

Keywords: Employee engagements: Cognitive Engagement, Emotional Engagement, Physical Engagement; Effectiveness of employee engagement: Strong Corporate Alignment, Delight Customer Experience, Improved Relations, and Smoother Internal Collaboration.