

**The Impact of Service Speed to Customer Retention of Amelitos and Pandongs in Crossing
Malolos, Bulacan**

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By
Palec, Raphael Christian
Peña, Patricia Andrea
Pilande, Quenn Johana
Policarpio, Paula Mae

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ABSTRACT

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I. INTRODUCTION

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Each year, new data comes out that indicates customer service and the customer experience (CX) are more important than ever. According to *Forrester*, 72% of businesses say that improving the customer experience is their top priority. A study from *New Voice Media* indicates that companies lose more than \$62 billion due to poor customer service. No company can afford to be a customer service laggard. So, what can leadership do to ensure they stay up, stay competitive and stay relevant? Pay close attention to what's trending in the world of customer service and CX. There's something here that will impact every type of business.

With the \$62 billion statistic mentioned above, one might think customer service is getting worse. The good news is that companies are making the effort, they are improving, and they can catch up to those new expectations. Value and experience continue to trump price. Personalization creates a better customer experience. Technology has made it easier than ever to track customer preferences and history. Big data gives us trends and insights with uncanny accuracy. There is no reason to not create a more personalized experience that caters to a customer's individual needs.

There is more focus on "customer success." While it is not new, the concept of "customer success" seems to be gaining in popularity. There are certain products that seem to have higher levels of frustration or need for customer support. The goal of a customer success program is to ensure that the customer has success with the company's products. For example, when someone recently bought a new software program, the company provided three coaching sessions that were scheduled at the time of purchase. This eliminated the frustration might have experienced as learned the new program which would keep my follow-up support calls to a minimum (good for the company).

Customer service has shown a reliable positive relationship with customer retention according to Reetz, Whiting, & Dixon (2016) and Bojei, Julian, Wel & Ahmed (2013). Although the quality of a customer service positively affect customer retention, there are others key factors to increase customer retention. A company should also focus on customer's satisfaction and sense of belongingness to achieve customer retention as stated by Asiedu, Sarfo, Adjei, & Adusei (2014). But since the focus of this study is about the quality or the speed of the service, the researchers will emphasized on that. Walters' (2009) article provides information on the importance of customer service and satisfaction on retailing a customer, and it shows that customer preferred professional staff to manage their needs. McCorry, Pilcher & McMillan (2017) stated focusing on a holistic practice based guiding framework for improving customer retention may help companies instill a customer service culture through encouraging them to concentrate on the three key areas of culture, continuous improvement and customer service. In Hwaang, Kang & Youn's (2016) study, it explore the impact of customer experimental regret in service failure on customer's behavioral intention and investigate. According to Wiles (2007) suggests that customer service is one of the more effective ways for firms to create shareholder wealth, and it also lead to increase in consumer attraction and retention. According to Oliver's

(1981) article is about measurement and evaluation of satisfaction processes in retail settings, and empirical and theoretical developments in consumer satisfaction provided a novel perspective for products store and customer service performance as the result. Leary's (2015) article focuses on the aspects of subscription needed in business considering the significant in establishing long lasting customer relationship and consistency of their business. Won-moo & Seongho (2012) examines the relationship among effective, normative and continuance customer commitment and customer loyalty behaviors of service retention. Few studies explored how to engage customers and determine customer loyalty over time (Bowden-Everson, Dagger & Elliot, 2013). According to Del Rio, et al. (2018), giving discount to customers had a positive effects on customer retention. In Tam's (2004) article, it shows the relationships among customer satisfaction, service quality and perceived value. It reveal that customer satisfaction and perceived value significantly influence post-purchase behavior. The intensely competitive environment existing in the restaurant sector makes it vital that firms achieve customer satisfaction in order to survive in the long term, and it shows that perceived quality has a direct and positive impact level of customer's satisfaction and also in customer retention. According to Brown et al (2004) provides support of its representatives increases their job satisfaction which is indirectly linked to the customer satisfaction through shared perception of service performance and quality. The relationship quality is related to future use and retention. It indicates that delivering high quality and creating superior customer value can result in achieving a high customer satisfaction and customer retention.

Customer satisfaction is at the core of human experience, reflecting our liking of a company's business activities. High levels of customer satisfaction (with pleasurable experiences) are strong predictors of customer and client retention, loyalty, and product repurchase. Data that answers why a customer or client enjoyed their experience helps the company recreate these experiences in the future.

Effective businesses focus on creating and reinforcing pleasurable experiences so that they might retain existing customers and add new customers. Properly constructed customer satisfaction surveys and questionnaires provide the insights that are the foundation for creating, customizing, marketing, and reinforcing pleasurable customer experiences.

Since we've already talked about *when customer satisfaction should be measured*, along with some *key customer satisfaction measurements*, and different *types of customer expectations* that can affect your satisfaction measurement, it's time to give some specific examples of satisfaction surveys.

1. Do Pandongs and Amelitos offer a quick and fast service to their customers
2. Does the speed of the customer service of Amelitos and Pandongs greatly affect their customer retention?
3. Which of the two sizzling food chains the customers will more likely to go back to?
4. Does the customer find the speed of the customer service a big factor to their retention to sizzling houses?

Good policies will grant a useful research, and outcomes able to give people a better life and to improve social values; wrong policies will lead to an unequal society, in which advanced knowledge and technology will be accessible only to the happy few.

There is no doubt that the progress of science has transformed our society, and changes have occurred progressively faster in recent years. This acceleration originates from the increasingly rapid progress in science and technology, but also from the faster rate with which progress affects our social organization, our behavior and our lives. This ever more immediate repercussion raises questions concerning how to govern these phenomena.

II. METHODS

The researchers used the *phenomenological* method for the qualitative research. According to Janet Waters (2017), *Phenomenological* method is to describe a “lived experience” of a phenomenon. As this is a qualitative analysis of narrative data, methods to analyze its data must be quite different from more traditional or quantitative methods of research. Any way the participants can describe their lived phenomenal experience can be used to gather data in a phenomenological study. The researchers can use interview to gather the participants ‘description of experience’.

The researchers used these following interview questions to ask the participants.

Because the researchers wants to know the participants idea of experiencing the service of two sizzling food chains. Interviewing participants may use of the researchers in supporting data the researchers will present in the research.

The population of the study will be coming from the customers of Pandong and Amelitos. The researchers choose 30 customers in Pandongs and customer in Amelitos. The number of population will be enough to gather enough data for the study. The sampling techinque that the researchers would use will be Convenience sampling technique. Convenience sampling technique is a non-probability sampling technique where subjects are selected of their convenient accessibility and proximity to the researchers.

The researchers distribute a survey form in the 30 customers of Amelitps and Pandongs

III. RESULTS

The researchers gathered data through the use of survey form. All the data that the researchers collected will be used to answer the research questions.

In question number one, 9 out of 30 answered that it takes 5-10 minutes before they received their orders, while 12 out of 30 answered that it takes 10-15 minutes before they received their orders, also 3 out of 30 customers answered that it takes 20-30 minutes to received the orders.

In question number two, 4 out of 30 answered that the service speed of Pandongs and Amelitos are fast, while 15 out of 30 answered that the speed of the customer service in Pandongs and Amelitos are on average, and also 9 out of 30 answered that the service speed of Pandongs and Amelitos are slow, and lastly 2 out of 30 answered that the service speed of Pandongs and Amelitos are very slow.

In question number three, 19 out of 30 respondents answered that they are more likely go to Pandongs or Amelitos to eat there again, while 2 out of 30 respondents answered that they are not going back, also 6 out of 30 respondents answered that maybe they will come back sometimes in Pandongs and Amelitos, and lastly 3 out of 30 did not answer.

In question number four, 30 out of 30 answered that the service speed has a big factor on returning to Pandongs and Amelitos.

In question number five, 15 out of 30 customers choosed Amelitos over Pandongs, while 13 out of 30 respondents choosed Pandongs over Amelitos and lastly 2 out of 30 respondents answered both.

IV. DISCUSSION

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CURRICULUM VITAE

Name: Palec, Raphael Christian M.

Age: 18 y/o

Birthday: March 22, 1999

Contact#: 09056409201

Adress: #75 Rosal St. Cofradia, Malolos, Bulacan

Name: Pena, Patricia Andrea S.

Age: 18 y/o

Birthday: January 26, 2000

Contact#: 09168578700

Adress: 432 Vicente Rodriguez St, Sta. Ines, Bulakan, Bulacan

Name: Pilande, Quenn Johana C.

Age: 18 y/o

Birthday: February 2, 2000

Contact#: 09359119664

Adress: 94 Poblacion, Paombong, Bulacan

Name: Policarpio, Paula Mae N.

Age: 17 y/o

Birthday: July 24, 2000

Contact#: 09559161392

Adress: Look1st, Malolos City, Bulacan