

ABSTRACT

This study aimed to determine the “Customers’ Satisfaction on 7-eleven stores in Roxas City”. Specifically, the study was sought to answer the following question: 1. What is the demographic profile of the respondents in terms of age, sex and monthly estimated income? 2. What is the customers’ satisfaction in terms of product, place promotion and price of marketing mix? 3. What is the extent of customer satisfaction in terms of ambiance, customer service and personnel to customer relationship of 7-eleven stores in Roxas City?

This is a descriptive research using a researchers’ – made questionnaire which composed of three parts. Part 1 is on the socio-demographic profile of respondents, Part 2 is on the level of customers’ satisfaction on Product, Price, Promotion and place of marketing mix and Part 3 is on the extent of customers’ satisfaction on ambiance, customer service and personnel to customers’ relationship. There were 150 respondents who are customers of 7-eleven stores in Roxas City using purposive sampling technique. The statistical tools used in the analysis and interpretation of the data were the frequency counts and percentage.

1. Majority of the respondents of 7-eleven stores was below 20 years old, male and from average earner families with an income of 25,001-30,000 in a month.
2. In terms of level of customers’ satisfaction, majority of the customers of 7-eleven stores are satisfied with the product, price, promotion and place.
3. In terms of extent of customers’ satisfaction of 7-eleven stores, the customers are highly satisfied with the ambiance, satisfied in customer service and highly satisfied in personnel to customer relationship.