

Consumers' Satisfaction on Service Quality of Electric Cooperative

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ABSTRACT: Consumer's satisfaction on the services provided by the Iloilo II Electric Cooperative Inc. is vital to sustain patronage and evaluate the strength and weakness of the mentioned service utility. The current study, intent to investigate the consumers' satisfaction of service quality of Iloilo II Electric Cooperative, Inc. The study assesses consumers' satisfaction and five areas of service quality (reliability, assurance, tangibility, empathy, and responsiveness). The respondents of this study were randomly selected employees and consumers of the utility. Results show that that the employee is expecting that ILECO II is providing a *Very High Satisfactory* service quality but as perceived by the consumer it was only at the *High Satisfactory*. There is a difference in the expected satisfaction by the employees to that of what the consumers perceive. Employees look up to the quality of the services offered by ILECO II in a significantly higher expectation but the consumer did not perceive such service quality. The service quality of ILECO II is *Poorly Satisfactory* that also includes all the five dimensions of service quality. The level of satisfaction with the service quality of the ILECO II is can be determined by sex and salary.

KEYWORDS : *Cooperatives, Electricity, Service Quality, Satisfaction, Philippines*

I. INTRODUCTION

The World Health Organization (WHO) announced the COVID-19 outbreak as a pandemic on 11 March 2020. The advent of the foregoing situation is still observable in all parts of the world. Countries by countries provide different restrictions to protect their people against the virus.

On March 16, 2020, the Philippines declares a State of Public Health Emergency throughout the country brought by the coronavirus (Proclamation No. 929, s. 2020). The declaration provides, travel bans, archipelagic, and community restrictions. Also, people in low-lying areas were hardly affected as they were laid-off from their jobs and the absence of source income. These provide the less fortunate lower-income citizens of the country to suffer financially. As the days passing it already affect including the middle class, citizens were also suffering from the unfortunate advent of the pandemic (Ade, 2020).

During this time of state emergency and the absence of a source of income, people are having trouble paying their bills in different utility services like water and electricity. In this absence of economic movability, the Philippine president urges the utility service provider to extend the deadline of payments of bills. Several times and most of these requests were also given a favorable action in consideration of the situation of the country (Velasco, 2020).

In the National Capital Region, another scene floats around June 2020 where service utility reliability in time of emergency were challenges during the pandemic, specifically the power distributors. Complaints from customers of electricity consumers were flooding the customer service offices complaining of high bills during this season, especially in the National Capital Region, Philippines (Rivera, 2020).

In Iloilo Province, one of the key players in power utility services was the ILECO II or the Iloilo II Electric Cooperative, Inc. where it provides services in some areas of the 2nd, 3rd and 4th districts of Iloilo. During this time of pandemic there service quality was also put at challenge especially when electrical concerns are about to address. In addition to that, the challenges in addressing the accuracy and on-time billing of the cooperative. In the pursuit to continue its operation amidst the pandemic that is vital to the consumer, the utility must not just consider the safety and expectation of the customers but also of its employees on the ground. Thus, the electricity service provider must have action plans for the things to be done during this pandemic anchored on the situation of its area of concern. In the Philippines, it is a good avenue that the government provided the guideline on what are the things to be considered during this pandemic thru the effort of the Energy Regulatory Commission (ERC). Even the ERC offers virtual hearings to enlighten the disputes and complaints of consumers and to uphold the quality services for the consumers.

Focusing on the service quality, according to Parasuraman et al. (1985) model there are 10 dominants of service qualities, and these are Access, Communication, Competence, Courtesy, Credibility, Reliability, Responsiveness, Security, Tangibles, and Understanding/knowing the Customers. The aforementioned determinants assess the expected services and perceived services of the service utilities. Furthermore, the

determinants will be considered in assessing the consumers' satisfaction with the service quality of Iloilo II Electric Cooperative, Inc.

This study was anchored on Parasuraman et al., (2005) service quality theory. According to this theory, perceived service quality is a form of attitude, a long-run overall evaluation, whereas satisfaction is a transaction-specific measure (Bitner, 1990; Bolton and Draw, 1991 and Parasuraman, Zeithaml, Berry, 1988) and also they stated that in measuring service quality, the level of comparison is what a consumer should expect.

Thus, the investigator is interested to look into the consumers' satisfaction with the service quality of Iloilo II Electric Cooperative, Inc.

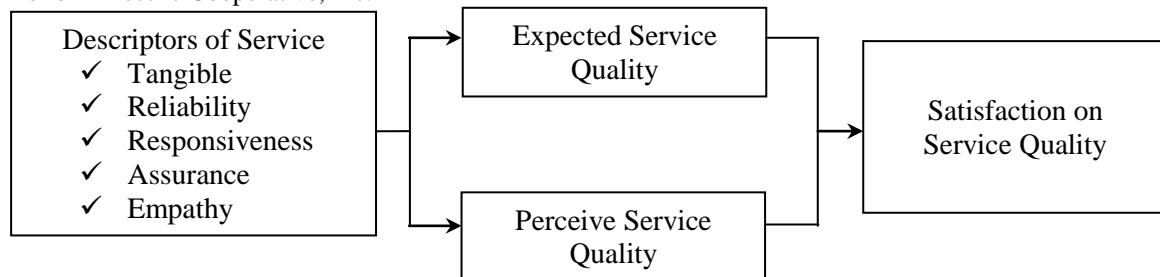


Figure 1 Preliminary Concept of the Study

This study determines the description of services quality offered by ILECO II in Iloilo province and stakeholders' level of satisfaction. Figure 1 depicts the framework of the study. The concept is based on the SERVPERF of Cronin and Taylor (1992) a modification of the SERVQUAL Model of Parasuraman, et al. (1988).

The first variables were the description of services offered by the electricity provider to its stakeholders such as Tangibility, Reliability, Responsiveness, Assurance, and Empathy.

The second box in Figure 1 is the assessment of respondents on the service quality and the stakeholders' level of satisfaction. Rasyida et al. (2016) believed that the performance-based measures provide a more construct-valid explication of service quality based on the result of their study. The study also reinforces the relationship between two constructs where service quality is an antecedent of consumer satisfaction.

The third box shows that the combination of expected and perceive service assesses the perceived service quality.

1.1 Objectives of the Study

This study aims to describe the consumers' satisfaction with the service quality of Iloilo II Electric Cooperative, Inc.

Specifically, this study seeks answers to the following:

1. Describe the profile of the respondents in terms of age, sex, civil status, and salary.
2. Determine the expected and perceive levels of satisfaction with the services offered by the ILECO II in terms of the five dimensions of service quality;
3. Determine if there is a significant difference between expected and perceive levels of satisfaction on the services offered by the ILECO II in terms of the five dimensions of service quality;
4. Determine the level of satisfaction in the service quality of ILECO II; and
5. Determine the determinants that can explain the satisfaction on service quality of ILECO II.

II. LITERATURE REVIEW

2.1 Brief History of ILECO II

On 18 October 1975, the ILOILO II ELECTRIC COOPERATIVE, INC (ILECO II) was established as the 69th electric cooperative registered with NEA. Originally, 22.89 million PI was designed for tax building. Energization started in 1977 in Zaraga. Later, after the towns and towns were connected to the interior by a supply line. In the 1980s, the entire town glowed with the energy of Bingawan and San Enrique. ILECO II licensed site was marked in September 1986. The northern part of Iloilo state with 13 municipalities became part of Sara-based ILECO III. ILECO II has 15 municipalities under the franchise area. In 1988, ILECO II received two awards from NEA: "Most Improved Rural Electric Cooperative" and "Best BAPA Program" awards.

Two years after receiving the NEA awards, ILECO II was re-accepted as an "A" type cooperative among small cooperatives. The following year, ILECO II became the "Medium Class", with monthly 1.476 MWH sales, 21,344 home service connections, and a significant increase in total annual revenue to P61.26 million, or a substantial increase of P18.76 million.

In February 1997, another turn of events happened when General Manager Sixto E. Yap resigned for a more lucrative job abroad. He, together with his entire family, migrated to Canada. Oscar M. Obeja, finance services manager, was appointed Officer-In-Charge until Eng'r. Abelardo A. Bacalocos, ILECO II technical

services manager, was chosen general manager through the selection process conducted by NEA. Eng'r. Bacalocos became permanent general manager effective July 1, 1998.

ILECO II was able to achieve the EXTRA LARGE COOP Classification in 2001. It has attained a service connection of 42,654 households, a volume of sales of 53,129,686 kWh, and a length of lines of 2,256.398 km. Then, on April 1, 2003, Mr. Ramon P. Apura, Sr., Member Services Manager, took over the reign of ILECO II as Officer-In-Charge after Engr. Bacalocos resigned.

Until July 2004, Mr. Ramon B. Apura, Sr. became the permanent GM of ILECO II. During its tenure, the cooperative was able to build the Janiuay-Lambunao (2006) line, commissioned the 5 MVA transformer substations in Passi on December 29, 2004, and 5 MVA Janiuay substations with state-of-the-art technology on January 26, 2004 that significantly increased the reliability of the areas. Similarly, his management saw the construction of offices in Calinog, Passi City, and Pagdugue in Dumangas. ILECO II received its first Category A+ EC award in 2005 and beyond.

On January 28, 2008, GM Apura retired. Ms. Maesit Q. Gallo, Manager on financial services department was appointed as the OIC. ILECO II maintains Category A+ status. On April 1, 2009, Ms. Gallo left his post, and Engr. Jose Redmond Eric S. Roquios was designated to be the newly OIC. Engr. Roquios has been approved by NEA as permanent General Manager (GM) on July 1, 2010. ILECO II continued to receive awards, ILECO II received the Best Financial Performance, 100% Barangay Energization, Grand PDA Champion, and Category A+ EC for its performance in 2009. In October 2011, Roquios has been confirmed to be a full-time GM. This year, ILECO II received Category A+ for the seventh consecutive year with a special citation for its valuable contribution to the 1,520 Barangay and Sitios Energization Awards and the NEA Lumens Awards.

2.2 Service Quality

Service quality can be compared with the perceived expectations of the service provided with the modern concept P-E equation, with perceived outputs (Hamer 2006). The roots of this concept of service quality are the standby validation model.

A top service company can meet or exceed customer standards, but be economically competitive. Empirical studies show that increasing service levels increase profitability and economic competition in the future (Schwager and Meyer, 2007; Abuhashesh et al., 2019). The quality of services can also be improved by improving business processes; easy and continuous problem detection; to develop appropriate and accurate service performance values and evaluating customer satisfaction and other performance.

There is a lot of discussion about the definition of service quality, so there is a lot of discussion in the literature about service quality. However, service quality is generally defined by the level of service the customer needs or expects (Asubonteng, McCleary, and Swan, 1996). Simply put, service quality is the difference between customer service expectations and the service's perspective. Parasuraman, Zeithaml, and Berry (1985, 1988) defined service quality as the difference between customer expectations regarding service creation and evaluating the service they encounter. If expectations are higher than performance, perceived quality is lower than satisfaction, and this leads to customer satisfaction (Parasuraman et al., 1985).

Understanding the quality of service is seen as a general assessment, an overall assessment, or a way to purchase a product or service (Olshavsky, 1985). From the customer's point of view, service quality is seen as a brand new phenomenon that varies from person to person.

Service quality is the success of customer service in terms of business administration. This reflects every service experience. Based on experience, word of mouth, and marketing communications, customers build their perceptions of service (Bitner, Zeithaml, and Gremler, 2010). Customers typically equate the perceived service with the intended service and are not satisfied if the customers need it (Kanopaita, 2015).

For example, in the case of Taj Hotels resorts and palaces where the old world remained TAJ. The umbrella brand has spoiled the TAJ brand's reputation in the five-star category, and several hotels have been classified and classified differently, such as Vivanta from the four-star Taj category, Gateway from the three-star category, and Ginger two-star budget labels quality Taj basic was still expected by customers (Dash and Sharma, 2019).

The calculation of subjective aspects of customer service depends on the correspondence between expected benefits and perceived outcomes. This consistently depends on the willingness of the customer in terms of the quality to be received, and therefore the service provider's capacity and ability to deliver this targeted service (Grant, 2020). Effective companies add benefits to their offerings that not only delight customers, but also surprise and delight. Customer satisfaction can mean adherence to standards (Rust and Oliver, 2000).

Predetermined objective parameters may not be achieved either, in which case the optimum result will be the most realistic possible. Subjectively speaking, the ideal goal should be bad. Service quality is also related to service potential: service phase and repair results (Kozlowski and Ilgen, 2006; Tsoukatos, 2007). The quality of employee service is determined by the quality of individual services, contrary to the norm perceived by customers.

2.3 Development of Service Quality Concept

Historically, due to the untouchable nature of services that are often subjectively experienced, researchers have found the quality of services very difficult to define and evaluate. One of the first attempts to confront the concept of quality of service was the so-called Nordic School (Lewis and Broom, 1983). Using this approach, it has been found that service quality has two simple dimensions: technical quality is highly objective and makes living easier.

The quality of services can be assessed in many ways. Lehtinen and Lehtinen (1982) propose three guidelines for evaluating service quality; physical quality, institutional quality, and association. LeBlanc (1992) suggested six factors for evaluating service quality, such as appearance, competence, discipline, sensitivity, availability, and efficiency. Gronroos (1990) identified six factors. quality of service, including skills and abilities, manners and etiquette, achievement and urgency, trust and confidence, service recovery, reputation, and trust. Later, Gronroos (1992) added other standards, such as environment (physical and environmental), to assess the quality of service.

The most popular models of all possible models are SERVQUAL, developed by Parasuraman, Zeithaml, and Berry (1985, 1988). First, ten dimensions are shown, such as (1) reliability, (2) responsiveness, (3) competence, (4) access, (5) courtesy, (6) communication, (7) credibility, (8) security, (9) understanding, and (10) tangibles. This model is designed to fit only five dimensions; such as tangibility, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1991, 1993, 1994). According to them, with little or no change, SERVQUAL can be used in any service area to measure service quality.

SERVQUAL is not criticized for its methods of resistance. Cronin and Taylor (1992) argue that the SERVPERF tool can measure service quality more than the SERVQUAL model simply by measuring perceived service efficiency. SERVQUAL has also been criticized theoretically and practically (Asubonteng et al. 1996; Carman 1990; Williams 1998). However, Asubonteng et al. (1996) conclude: "As long as there is a better and simpler model, SERVQUAL will be able to measure service quality". Despite criticism, SERVQUAL has emerged as the most tested tool available for targeted purposes.

2.4 Dimensions of Service Quality

The customer's expectations for the selected service are determined by factors such as offers, personal needs, and previous experiences. Often, the service provided and even the perceived service may be disorganized and leave the room (Angelova and Zeqiri, 2011). The quality of service model or "GAP model" offered shows the requirements of the challenge for high-quality services and identifies five "gaps" that lead to inefficiency. Generally, consumers want to balance an "experienced" service with a "possible" service. If reality doesn't meet expectations, a place emerges. This approach to service quality assessment is evaluated because of the expectation acceptance paradigm with an emphasis on expectations and because it is the dominant model of customer behavior and marketing literature (Mmutle and Shonhe, 2017).

Based on the expectation-acceptance example developed by A. Parasuraman, Valarie A. Zeithaml, and Len Berry (1985), the service quality model explains the basic service quality measures and proposes a scale for calculating service quality called SERVQUAL. Ten aspects of service quality that affect customer service quality expectations were first identified by model developers. After rigorous testing and trials, some dimensions were found to correlate automatically and the total number of dimensions a.m. Reliability, reliability, materiality, sensitivity, and responsiveness also decreased to 5. These five dimensions are known to reflect the quality of services in various areas of industries and environments. Mnemonics RATER, an acronym created by each of the five-dimensional initials, is widely used to help recall sales students (Mokhlis, 2012; Pakurar, M. et al., 2019).

2.5 Measuring the Quality of Services

Evaluating the quality of service may require subjective and objective procedures. This is also an aspect of customer loyalty that is valued in both cases. However, customer satisfaction is an indirect indicator of service level (Rahim et al., 2010; Agbor, 2011). Research has also shown that there are many implications for service effectiveness, including estimated value improvement, customer satisfaction, and customer loyalty goals.

Globally, the service industry is seen as the backbone of the economy and has a prominent place in the economic structure to support the agricultural and industrial sectors. In a competitive environment, quality service delivery is seen as an important strategy for success and safety (Parasuraman, Zeithaml, and Berry, 1985; Reichheld, 1996). Also, personal and intimate relationships with service providers are recognized as the best aspects of increasing customer satisfaction and loyalty, which will lead to the idea of customer resilience beyond short-term financial goals with value. The relationship value relationship (between customer and employee, customer and service agency, employee and service agency; service provider and service provider) is now more important than ever. In this context, the quality of service of civil society organizations has gradually been disrupted and exacerbated by problems in measuring outcomes, extensive scrutiny by the public and the media, lack of freedom to act illegally and based on the law (Teich, 1997; Ramseook-Munhurrun, 2012).

Gronroos (2000) concept of "services" has been questioned in various ways by scientists, Gronroos (2000) emphasizes that services are often intangible, but illegal transactions and do not have to take place during the coordination of service personnel or service providers provided that the customer resolves a problem. Interestingly, Edvardsson (2005) states that the services and processes consumed are developed with the participation of customers. Brochado (2009) carefully discusses characteristics such as intangible assets, diversity, diversity, and sustainability to distinguish between services and products. Besides the well, the concept of service quality has also been seen by researchers in various ways in the form of marketing. Zeithaml (2000) has developed service as an integral part of customer service perception. Also, customers see how satisfied they are with the quality of their services and their overall experience. According to them, Czepiel (1990) discussed a perception of customer service, how well the service met or exceeded their expectations. Support and Gronroos (2007) state that perceived service quality is a system in which consumption is part of a customer service system that leads to an end or result. Also, according to Parasuraman et al. (1988), customer expectations for service quality or illegal variant in customer evaluation for total service (Kang and James, 2004). In addition to various sources, the term "quality" has been systematically translated and used. This is called the quality of well-being, which expresses a person's response to physical, mental, and social changes in life. Also, Vitkiene (2004) stated that the quality of human potential in informative creative behavior in many areas such as quality, in general, is based on social, ethical, cultural, historical experiences and individuals in general.

The quality of services must be universally recognized in the world of marketing. Besides, the quality and idea of services are generally accepted in different sizes, and logos describe research findings in different developed and developing countries (Ushantha, Wijeratne, and Achchuthan, 2014). In this context, two main guidelines were used by which the researchers examined the concept of service quality; the difference between expectations and perceptions of services. This was confirmed by Parasuraman et al. (1988), who perceived service quality as a comparison of customer expectations and service quality perceptions. The second method is considered basic behavior. Cronin and Taylor (1992) assessed service quality as a consumer approach to services. Meanwhile, the SERVQUAL method, first developed by Parasuraman et al. (1985, 1988) can be used with minor changes in survey methods to assess the quality of public sector services. To support this, the SERVQUAL model has been used as a research system to assess service quality, especially in the marketing model of developed and developing countries (Robinson, 1999). Besides, given the current marketing strategy of the model, it is considered to be the most appropriate model.

The provision of quality public services is often seen as a complex process; Finding needs that are not addressed in this process, setting priorities, allocating resources, and ensuring public administration and calculating the outcome is not easy. Implemented systematically (Gowan, Segmour, and Ibarrenche, 2001). It also plays an important role in everyday life and can be accountable to citizens and the community for its services to the public sector and consumers. Research on the quality of public sector services has focused on many researchers (Wisniewski, 2001; Brysland and Curry, 2001).

Research on the quality of electricity services in developed and developing countries has not been studied and has not been conducted effectively. These efforts should be seen as a first step in the marketing process to improve the quality of electricity services. Besides, the Philippines is considered a developing country in terms of industrial development, and economic growth since 2010. Therefore, the power supply is important in terms of electricity and is called a pole backbone and economic development. Therefore, this study will certainly provide practical advice to policymakers and researchers on the quality of electricity services. Also, it is considered a key step in measuring consumers' living standards.

2.6 Consumer Satisfaction and Service Quality

Although the quality of service and customer satisfaction show similar performance indicators, many researchers suspect that they are identical (Dabholkar, 1995). Studies have shown that structures differ in concept (Bitner, Booms, and Tetreault, 1990). Differences between the quality of service and customer satisfaction can be summarized as follows: (1) Purchasing is mandatory for determining customer satisfaction, although not necessarily for purchasing customer satisfaction. -quality assessment (Oliver, 1997); (2) satisfaction comes at a price that generally does not correspond to the quality of service (Anderson et al., 1994); (3) Service quality solutions are unique, with an emphasis on key features, and customer satisfaction solutions are comprehensive (Oliver, 1997); (4) Quality of service is linked to customer satisfaction with thoughtful (reasonable) decision-making and emotional (emotional) decision-making (Iacobucci et al., 1994); And (5) expectations are predictive factors in determining service quality and in determining satisfaction (Parasurman et al., 1988).

Equally important is the quality of service and customer satisfaction. Both have a positive effect on salvation goals and a positive effect on the mouth. Satisfaction positively affects post-purchase behavior (Oliver, 1980); and quality of service satisfaction has a direct and indirect effect on purchasing goals (Boulding et al.,

1993). High quality of service leads to customer satisfaction and repurchase goals, with quality of service we see the promise of satisfaction, and subsequent satisfaction leads to long-term buying and loyalty.

III. METHODS

This study will utilize descriptive-correlational research. Descriptive research is aimed at throwing light on current problems or concerns through a data-gathering process that helps them to explain the situation more fully than possible without using this tool (Fox and Bayat, 2007). While correlational research seeks to create relationships between two or more factors (Tan, 2014). This study will also utilize survey research that is qualified under the descriptive research design. Thus, this study determines consumers' satisfaction with the service quality of Iloilo II Electric Cooperative, Inc., and the factors that define the service quality.

The respondents of this study will be the randomly chosen employees of Iloilo II Electric Cooperative, Inc. where the data for perceived service quality will come from, and randomly selected respondents coming from the consumer of ILECO II where the expected data will be gathered.

There were two sets of survey questionnaires the first set will be for the employees of ILECO II Inc. and the other set is for the consumer of the service utility. The first one is for the ILECO II Inc. employees and targets to measure the perceived service quality offered by ILECO II Inc. to the customers. The instrument will have two parts the personal information and service quality. The first part will be dealt with the gathering of the respondents' personal information like the name (optional), sex, age, marital status, nature of work, and salary. The second part will consist of statements that will be dealt with the satisfaction of service quality as perceived by the ILECO II Inc. employees. The statements are anchored on the five dimensions of SERVPERF a modification in SERVQUAL of Parasuraman, et al.

As a whole the instrument, the first instrument is a modified questionnaire lifted from Achchuthan, et al. (2017). The item encompasses five items for reliability indicators, four-item for assurance indicators, four items for tangibility indicators, five items for empathy indicators, and 4 items for the responsiveness indicator. In every statement where the respondents are going to respond by checking the appropriate response according to the degree of affirmation of the respondents. The degree of affirmation of the respondents will be 1= very low; 2=below average; 3=average; 4=above average; and 5= very high.

Likewise, the second instrument targeted to gather information for the expected satisfaction of service quality of ILECO II coming from the utility consumers. It has the same items and specifications as that of the instrument for employees. This questionnaire will be subjected for face validation to a three jury whose specialization is in the field of instrumentation or an allied field. For the reliability of the instrument, pilot testing was conducted in the area of ILECO I. The researcher is considering 30 employees and 30 consumers of ILECO I. After the pilot testing, the data will be tallied and the reliability index will be computed using the Cronbach's Alpha. The researcher would like to set the ethical consideration of this study by considering and protecting the animosity of the respondents. Thus, the name of the respondent in the instrument will be considered optional.

This data gathered data in the following manner: (a) Pre-survey: The researcher will prepare the manuscript subject to the approval of the panel of jury. The questionnaire will be prepared for validation and reliability determination. After the revision of the questionnaire following what will be the recommendations of the jury of validators, the researcher will ask permission from the general manager of ILECO II to conduct the study. Written consent will be also part of the survey questionnaire for the employee and the consumer to signify the intention of the researcher to conduct the study and to secure the data gathered as private and for educational purposes only. (b) Survey Proper: The researcher himself will administer the survey questionnaire to the respondents. Then, the questionnaire will be retrieved one by one and will proceed to the data processing procedure.

Data-Processing Procedure

The retrieved questionnaire will be collected, and the data involved will be tallied. Frequencies of the personal information of the respondents will be arranged. The mean result in the level of satisfaction in the five dimensions of service quality of ILECO II be interpreted using the following range of interstation:

Mean		Description Interpretation (DI)
4.19-5.00	-Very High (VH)	-Very High Satisfactory (VHS)
3.37-4.18	-Above Average (AA)	-High Satisfactory (HS)
2.55-3.36	-Average (A)	-Satisfactory (S)
1.73-2.54	-Below Average (BA)	-Fair (F)
1.00-1.72	-Very Low (VL)	-Poor (P)

On the other hand, the level of satisfaction on the service quality of the will be computed as the difference in the ($\bar{x}_{perceive}$) mean of perceive and ($\bar{x}_{expected}$) mean of expected as

$$\bar{x}_{perceive} - \bar{x}_{expected} = \text{Satisfaction}.$$

The result will be described as

- 3.21-4.00 → Very Highly Satisfied (VHS)
- 2.41-3.20 → Highly Satisfied (HS)
- 1.61-2.40 → Satisfied (S)
- 0.81-1.60 → Fairly Satisfied (FS)
- 0.01-0.80 → Poorly Satisfied (PS)
- 0.00 → Balance (B)- the expected service quality by the employee is exactly the service quality perceived by the consumer
- (-0.01)-(-0.80) → Poorly Dissatisfied (PD)
- (-0.81)-(-1.60) → Fairly Dissatisfied (FD)
- (-1.61)-(-2.40) → Dissatisfied (D)
- (-2.41)-(-3.20) → Highly Dissatisfied (HD)
- (-3.21)-(-4.00) → Very Highly Dissatisfied (VHD)

To determine the profile of the respondent the frequency count and percentage were utilized. Pearson's moment correlation was used to determine if there is a significant relationship between the perceived service quality and consumer's satisfaction on service quality also to the relationship between the expected service quality and the consumer satisfaction on service quality. The Mann-Whitney U test is also used to determine if there is a significant difference in the level of satisfaction of expected and perceived service quality. Lastly, the regression was used in determining the determinants of the level of satisfaction on service quality of ILECO II.

IV. RESULTS

Profile

The age profile of the respondent (See Table 1.1) as a whole shows that the age 40 or 4.90% is the dominant age of the respondents. For the employees 187 respondents age of which 4.81 percent are those aging 25, 32, and 40 years old, and for the consumer of 384 respondents the dominant age is 38 or 5.47%.

Table 1.1: Age of Respondents

Age	Employee		Consumer		As a Whole	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
18	0	0.00	1	0.26	1	0.18
19	0	0.00	1	0.26	1	0.18
21	0	0.00	4	1.04	4	0.70
22	3	1.60	1	0.26	4	0.70
23	5	2.67	3	0.78	8	1.40
24	3	1.60	5	1.30	8	1.40
25	9	4.81	5	1.30	14	2.45
26	7	3.74	8	2.08	15	2.63
27	6	3.21	5	1.30	11	1.93
28	4	2.14	7	1.82	11	1.93
29	7	3.74	7	1.82	14	2.45
30	8	4.28	14	3.65	22	3.85
31	7	3.74	8	2.08	15	2.63
32	9	4.81	10	2.60	19	3.33
33	5	2.67	5	1.30	10	1.75
34	3	1.60	13	3.39	16	2.80
35	5	2.67	12	3.13	17	2.98
36	6	3.21	7	1.82	13	2.28
37	4	2.14	6	1.56	10	1.75
38	2	1.07	21	5.47	23	4.03
39	8	4.28	12	3.13	20	3.50
40	9	4.81	19	4.95	28	4.90
41	6	3.21	15	3.91	21	3.68
42	3	1.60	9	2.34	12	2.10
43	1	0.53	13	3.39	14	2.45
44	5	2.67	17	4.43	22	3.85
45	6	3.21	13	3.39	19	3.33

46	5	2.67	15	3.91	20	3.50
47	2	1.07	14	3.65	16	2.80
48	8	4.28	12	3.13	20	3.50
49	8	4.28	3	0.78	11	1.93
50	4	2.14	14	3.65	18	3.15
51	5	2.67	4	1.04	9	1.58
52	5	2.67	10	2.60	15	2.63
53	1	0.53	8	2.08	9	1.58
54	2	1.07	7	1.82	9	1.58
55	2	1.07	9	2.34	11	1.93
56	5	2.67	12	3.13	17	2.98
57	0	0.00	8	2.08	8	1.40
58	3	1.60	4	1.04	7	1.23
59	6	3.21	1	0.26	7	1.23
60	0	0.00	6	1.56	6	1.05
61	0	0.00	3	0.78	3	0.53
62	0	0.00	2	0.52	2	0.35
63	0	0.00	2	0.52	2	0.35
65	0	0.00	2	0.52	2	0.35
66	0	0.00	1	0.26	1	0.18
67	0	0.00	2	0.52	2	0.35
71	0	0.00	1	0.26	1	0.18
74	0	0.00	1	0.26	1	0.18
76	0	0.00	1	0.26	1	0.18
77	0	0.00	1	0.26	1	0.18
Total	187	100.00	384	100.00	571	100.00

The profile of the respondents in terms of sex shows that as a whole the male is comprised of 304 or 53.24 % while the female is comprised of 267 or 46.76 % (See Table 1.2). On the part of the employee, the respondent is dominated by males comprise of 150 or 80.21% while the female was 37 or 19.79 % period for the consumer 234 or 59.90 % is comprised of the female while 40.0% or 154 were males.

Table 1.2: Sex of the Respondents

Sex	Employee		Consumer		As A Whole	
	f	%	f	%	f	%
Male	150	80.21	154	40.10	304	53.24
Female	37	19.79	230	59.90	267	46.76
Total	187	100.00	384	100.00	571	100.00

In terms of civil status as presented in the table that follows, the majority of the respondents, or 394 equivalent to 69% were married, 137 or 23.9% were single, and the widow or widower and separated were comprised of 3.5% at 20 in each group. In terms of the employee, 29 or 68.98% were married, 51 or 27% were single, 6 or 3.21 percent were widow/widower and 1 or 0.53% were separated. In the group of consumers, 265 or 69.01 percent were married, 86 or 22.40% were single, 19 or 4.95 were separated, and 14 or 3.655 were widow/widower.

Table 1.3: Civil Status of the Respondents

Civil Status	Employee		Consumer		As A Whole	
	f	%	f	%	f	%
Single	51	27.27	86	22.40	137	23.99
Married	129	68.98	265	69.01	394	69.00
Widow/Widower	6	3.21	14	3.65	20	3.50
Separated	1	0.53	19	4.95	20	3.50
Total	187	100.00	384	100.00	571	100.00

The profile of the respondents when classified as to the salary of respondents (See Table 1.4) shows that the salary that dominates as a whole is at Php25, 000.00 with 101 or 17.69% of the respondents. The same denomination dominates in the group of the employee at about 74 or 39.57%. While or the consumer the salary denomination that dominates is Php10, 000.00 with 84 or 21.88% respondents.

Table 1.4: Salary of the Respondents

Salary	Employee		Consumer		As A Whole	
	f	%	f	%	f	%
500	0	0.00	1	0.26	1	0.18
2000	0	0.00	3	0.78	3	0.53
2500	0	0.00	1	0.26	1	0.18
3000	0	0.00	8	2.08	8	1.40
3500	0	0.00	3	0.78	3	0.53
3800	0	0.00	2	0.52	2	0.35
4000	0	0.00	5	1.30	5	0.88
4500	0	0.00	4	1.04	4	0.70
5000	0	0.00	35	9.11	35	6.13
5500	0	0.00	2	0.52	2	0.35
6000	0	0.00	4	1.04	4	0.70
6300	0	0.00	1	0.26	1	0.18
7000	0	0.00	11	2.86	11	1.93
7200	0	0.00	1	0.26	1	0.18
7300	0	0.00	1	0.26	1	0.18
7500	0	0.00	1	0.26	1	0.18
7800	0	0.00	1	0.26	1	0.18
7900	0	0.00	1	0.26	1	0.18
8000	1	0.53	27	7.03	28	4.90
9000	0	0.00	6	1.56	6	1.05
9400	0	0.00	1	0.26	1	0.18
10000	1	0.53	84	21.88	85	14.89
11000	0	0.00	1	0.26	1	0.18
12000	0	0.00	10	2.60	10	1.75
13000	0	0.00	1	0.26	1	0.18
14000	9	4.81	5	1.30	14	2.45
15000	1	0.53	47	12.24	48	8.41
16000	0	0.00	9	2.34	9	1.58
17000	0	0.00	4	1.04	4	0.70
18000	0	0.00	10	2.60	10	1.75
20000	4	2.14	37	9.64	41	7.18
21000	5	2.67	8	2.08	13	2.28
22000	1	0.53	0	0.00	1	0.18
23000	32	17.11	2	0.52	34	5.95
24000	5	2.67	0	0.00	5	0.88
25000	74	39.57	27	7.03	101	17.69
27000	14	7.49	0	0.00	14	2.45
28000	6	3.21	5	1.30	11	1.93
30000	8	4.28	4	1.04	12	2.10
31000	1	0.53	0	0.00	1	0.18
32000	5	2.67	1	0.26	6	1.05
34000	1	0.53	0	0.00	1	0.18
35000	6	3.21	2	0.52	8	1.40
36000	1	0.53	0	0.00	1	0.18
38000	1	0.53	0	0.00	1	0.18
42000	3	1.60	2	0.52	5	0.88
45000	0	0.00	4	1.04	4	0.70
49000	3	1.60	0	0.00	3	0.53
50000	0	0.00	1	0.26	1	0.18

54000	1	0.53	0	0.00	1	0.18
60000	0	0.00	1	0.26	1	0.18
64000	3	1.60	0	0.00	3	0.53
67000	1	0.53	0	0.00	1	0.18
	187	100.00	384	100.00	571	100.00

Satisfaction on ILECO II Five Dimension Service Quality

The mean in table 2 will be given a descriptive interpretation as follows.

Mean	Descriptive Interpretation (DI)
4.19-5.00	-Very High Satisfactory (VHS)
3.37-4.18	-High Satisfactory (HS)
2.55-3.36	-Satisfactory (S)
1.73-2.54	-Fair (F)
1.00-1.72	-Poor (P)

The service quality as expected by the employee (See Table 2) appears that the dimension of assurance ranks 1 with a mean of 4.30 and is described as *Very High Satisfactory* followed by the dimension of reliability and tangibility with both ranks 2.50 with a mean of 4.10 and described as *High Satisfactory*, empathy which ranks 4.0 with a mean of 4.01 and described as *High Satisfactory*, and responsiveness ranks 5th with a mean of 4.03 and described as *High Satisfactory*. The level of satisfaction in service quality as perceived by the consumer shows that tangibility ranks 1 and is described as *High Satisfactory*; followed by assurance which ranks 2.0 with a mean of 3.71 and described as *High Satisfactory*; then, by reliability which ranks 3 with a mean of 3.65 and describes as *High Satisfactory*, and also, empathy which ranks 4 with a mean of 3.45 and describes as *High Satisfactory* and lastly, responsiveness which ranks 5 with a mean of 3.14 and describes as *High Satisfactory*.

Reliability. In the dimension of reliability as expected service quality by the employee the statement "REL1 ILECO II services are performed within the prescribed/promised time." and "REL4 ILECO II provides its service right the first time." Ranks 1.50 with a mean of both 4.16 and describe as *Very High Satisfactory*. On the same dimension and as the service quality was perceived by the consumer the statement "REL4 ILECO II provides its service right the first time." Ranks 1 with a corresponding mean of 3.73 and describes it as *High Satisfactory*.

Assurance. The result shows that in the dimension of assurance as expected by the employee in terms of their service quality the statement "ASS1 ILECO II employees are trustworthy." ranks 1 with a corresponding mean of 4.38 and describes as *Very High Satisfactory*. While the consumer perceived the assurance dimension of service quality as with the statement "ASS4 ILECO II employees have the knowledge to answer my questions." Which ranks 1 with a mean of 3.79 and describes as *High Satisfactory*.

Tangibility. The statement "TAN3 ILECO II's employees are neatly appearing." as expected by the ILECO II employee ranks 1 with the mean of 4.22 and describes as *Very High Satisfactory*. But as perceived by the consumer the tangibility dimension of the ILECO II is more focused on the statement "TAN2 ILECO II's physical facilities are visually appealing." which ranks 1 with a corresponding mean of 3.93 and describes as *High Satisfactory*.

Empathy. The empathy dimension as the employee of ILECO II perceived was focused on the statement "EM2 ILECO II has convenient operating hours to cater for my needs." Which ranks 1 with a mean of 4.10 and describes as *High Satisfactory*. As perceived by the consumer the ILECO II focused on the empathy statement "EM5 ILECO II employees show an understanding of my specific needs." Which ranks 1 with a corresponding mean of 3.48 and describes as *High Satisfactory*.

Responsiveness. The ILECO II employees' expectation and as perceived by the consumer agrees that in terms of responsiveness the statement "RES2 ILECO II employees are always willing to help." both rank 1 with their means of 4.22 and 3.45 and also describes as *Very High Satisfactory* and *High Satisfactory*, respectively.

Table 2: Satisfaction on Service Quality

Indicators	Expected				Perceive			
	Mean	SD	DI	Rank	Mean	SD	DI	Rank
REL1	4.16	0.71	VHS	1.50	3.70	0.75	HS	2.00
REL2	4.07	0.69	HS	4.00	3.60	0.68	HS	4.00
REL3	4.09	0.65	HS	3.00	3.65	0.73	HS	3.00
REL4	4.16	0.71	VHS	1.50	3.73	0.71	HS	1.00
REL5	4.04	0.78	HS	5.00	3.58	0.78	HS	5.00
Reliability	4.10	0.52	HS	2.50	3.65	0.48	HS	3.00

ASS1	4.38	0.64	VHS	1.00	3.72	0.77	HS	2.00
ASS2	4.33	0.69	VHS	2.00	3.62	0.85	HS	4.00
ASS3	4.23	0.72	VHS	4.00	3.70	0.81	HS	3.00
ASS4	4.25	0.71	VHS	3.00	3.79	0.79	HS	1.00
Assurance	4.30	0.53	VHS	1.00	3.71	0.54	HS	2.00
TAN1	3.98	0.71	HS	4.00	3.87	0.76	HS	2.00
TAN2	3.99	0.77	HS	3.00	3.93	0.75	HS	1.00
TAN3	4.22	0.71	VHS	1.00	3.77	0.76	HS	3.00
TAN4	4.19	0.73	VHS	2.00	3.52	0.83	HS	4.00
Tangibility	4.10	0.56	HS	2.50	3.77	0.49	HS	1.00
EM1	4.01	0.75	HS	3.00	3.45	0.84	HS	3.00
EM2	4.10	0.72	HS	1.00	3.45	0.84	HS	3.00
EM3	3.96	0.86	HS	4.00	3.45	0.87	HS	3.00
EM4	3.92	0.82	HS	5.00	3.41	0.86	HS	5.00
EM5	4.04	0.76	HS	2.00	3.48	0.79	HS	1.00
Empathy	4.01	0.65	HS	4.00	3.45	0.64	HS	4.00
RES1	3.84	0.71	HS	4.00	3.32	0.93	S	3.00
RES2	4.22	0.77	VHS	1.00	3.45	0.79	HS	1.00
RES3	4.02	0.76	HS	2.50	3.42	0.81	HS	2.00
RES4	4.02	0.77	HS	2.50	3.41	0.87	HS	4.00
Responsiveness	4.03	0.63	HS	5.00	3.40	0.66	HS	5.00

Satisfaction on the Service Quality of ILECO II

From the result that follows (See Table 3), it appears that the ILECO II service quality is at the *Poorly Dissatisfied* level with a mean of -0.51. The result shows that that the service quality according to the employee of the ILECO II exceeds what the consumer on the ground perceived. Across all dimensions of service quality, the ILECO II was at the *Poorly Dissatisfied* level. In the dimension of service quality, all the states were at *Poorly Dissatisfied* level also the statement that of concern are those with a huge difference as "REL2 When I have a problem, ILECO II employees show sincere interest in" for reliability; "ASS2 I feel safe in using electrical power." for assurance; "TAN4 Materials associated with the service (such as forms, electricity bill, etc.) visually readable." for tangibility, "EM2 ILECO II has convenient operating hours to cater for my needs." for empathy; and "RES2 ILECO II employees are always willing to help." for responsiveness.

Table 3: Satisfaction on the Service Quality of ILECO II

Indicators	Mean DI	Rank
REL1 ILECO II services are performed within the prescribed/promised time.	-0.46	PD 2.5
REL2 When I have a problem, ILECO II employees show sincere interest.	-0.47	PD 1.0
REL3 ILECO II correctly performs the service right the very first time.	-0.44	PD 4.0
REL4 ILECO II provides its service right the first time.	-0.43	PD 5.0
REL5 ILECO II insists on error-free records. (Calculation of electricity bill).	-0.46	PD 2.5
Reliability	-0.45	PD 4.0
ASS1 ILECO II employees are trustworthy.	-0.66	PD 2.0
ASS2 I feel safe in using electrical power.	-0.71	PD 1.0
ASS3 ILECO II employees are consistently courteous towards me.	-0.53	PD 3.0
ASS4 ILECO II employees have the knowledge to answer my questions.	-0.46	PD 4.0
Assurance	-0.59	PD 2.0
TAN1 ILECO II has modern-looking equipment.	-0.11	PD 3.0
TAN2 ILECO II's physical facilities are visually appealing.	-0.06	PD 4.0
TAN3 ILECO II's employees are neatly appearing.	-0.45	PD 2.0
TAN4 Materials associated with the service (such as forms, electricity bills, etc.) are visually readable.	-0.67	PD 1.0
Tangibility	-0.33	PD 5.0
EM1 ILECO II provides me individual attention.	-0.56	PD 2.5
EM2 ILECO II has convenient operating hours to cater to my needs.	-0.65	PD 1.0
EM3 ILECO II has employees who give me personal attention.	-0.51	PD 4.5
EM4 ILECO II considers my wishes and needs.	-0.51	PD 4.5
EM5 ILECO II employees show an understanding of my specific needs.	-0.56	PD 2.5

Empathy	-0.56	PD	3.0
RES1 In ILECO II, I do not spend much time waiting in line.	-0.52	PD	4.0
RES2 ILECO II employees are always willing to help.	-0.77	PD	1.0
RES3 ILECO II employees are quick in eliminating potential errors.	-0.60	PD	3.0
RES4 ILECO II employees quickly respond to my requests.	-0.61	PD	2.0
Responsiveness	-0.63	PD	1.0
Satisfaction	-0.51	PD	

The difference in the Service Quality Level of Satisfaction

The service quality level of satisfaction in terms of the five dimension (See Table 4) as expected by the employee and perceived by the consumer of ILECO II appears that there were no significant difference in the reliability dimension [$U_{(187,384)} = 18093.50$; $p=0.000$), assurance [$U_{(187,384)} = 14687.50$; $p=0.000$), tangibility [$U_{(187,384)} = 22539.50$; $p=0.000$), empathy [$U_{(187,384)} = 18091.50$; $p=0.000$], and responsiveness [$U_{(187,384)} = 17351.50$; $p=0.000$]. Hence, the null hypotheses were rejected.

Table 4: Test of Difference in the Service Quality Level of Satisfaction

Indicator	Category	N	Mean Rank	Sum of Ranks	Mann-Whitney U	p-value	Descript.	Decision
Reliability	Expected	187	381.24	71292.50	18093.50	0.000*	Sig.	Reject Ho
	Perceive	384	239.62	92013.50				
	Total	571						
Assurance	Expected	187	399.46	74698.50	14687.50	0.000*	Sig.	Reject Ho
	Perceive	384	230.75	88607.50				
	Total	571						
Tangibility	Expected	187	357.47	66846.50	22539.50	0.000*	Sig.	Reject Ho
	Perceive	384	251.2	96459.50				
	Total	571						
Empathy	Expected	187	381.25	71294.50	18091.50	0.000*	Sig.	Reject Ho
	Perceive	384	239.61	92011.50				
	Total	571						
Responsiveness	Expected	187	385.21	72034.50	17351.50	0.000*	Sig.	Reject Ho
	Perceive	384	237.69	91271.50				
	Total	571						
Satisfaction	Expected	187	403.01	75363.00	14023.00	0.000*	Sig.	Reject Ho
	Perceive	384	229.02	87943.00				
	Total	571						

* $p < 0.05$

Correlations of Expected and Perceive Level of Satisfaction on the Services Quality of ILECO II

The result in the correlation appears significant ($\chi^2_{(57)} = 181.341$; $p = .000$) between expected and perceived level of satisfaction on the quality of the services of ILECO II (See Table 5) correlation. Hence, the null hypothesis, in this case, is rejected.

Table 5: Pearson's Chi-Square Test in the Correlation on the Level of Satisfaction

χ^2	df	p-value	Description	Decision
181.341	57	.000*	Significant	Reject Ho

* $p < 0.05$

Determinants of Satisfaction on Service Quality of ILECO II

The variables of age (x_1), sex (x_2), civil status (x_3), and salary (x_4) it appears that only sex and salary are the variables that can be considered in determining the determinants of satisfaction (\hat{y}) on Service Quality of ILECO II for they are the variables that are with relationship to satisfaction (See Appendix A: Correlation Table). Entering the data in a stepwise procedure, two models can determine the level of satisfaction. The determinants are salary (x_4) and model 1 is $\hat{y} = 3.510 + 0.0000139x_4$ is an acceptable model which states that it can determine the level of satisfaction in the service quality of ILECO II using the variable salary. The first model as presented in Table 2 utilizes salary as the determinant of satisfaction and the variation of the level of satisfaction in the service quality of ILECO II can be explained by salary at 28.4%. Another set of

determinants of satisfaction of service quality is the salary and sex named as model 2 which can explain the 32.3% of the variation.

Table 6: Regression Model

Dependent	Independent	Model	R ²
Level of Satisfaction	Salary	$\hat{y} = 3.510 + 0.0000139x_4$ (Model 1)	.284
	Salary, Sex	$\hat{y} = 3.766 + 0.00001267x_4 - .159x_2$ (Model 2)	.323

V. CONCLUSION

This paper revolved in determining the level of satisfaction in the five dimensions of service quality (tangibility, assurance, responsiveness, empathy, reliability) of the ILECO II.

With the gathered data it is safe to conclude that the employee is expecting that ILECO II is providing a *Very High Satisfactory* service quality but as perceived by the consumer it was only at the *High Satisfactory*. Statistically, the researcher also proves that there is a difference in the expected satisfaction by the employees to that of what the consumers perceive. This means that the employee look-up to the services quality offered by ILECO II in a significantly higher expectation but the consumer did not perceive such service quality. This current study is consistent with the study of Arthur, et al. (2016) that there is a difference in the service quality as expected and perceived.

In addition, satisfaction towards the service quality of ILECO II is *Poorly Satisfactory* that also includes all the five dimensions of service quality. This result is also parallel to the study Arthur, et al. (2016) which “concludes that service quality had a negative impact on customer satisfaction and concludes that the service quality deserves improvement.”

The level of satisfaction on service quality of the ILECO II is can be determined by sex and salary. This is also found by Agyapong (2011), that the customer is prepared to pay a little extra to get a better or more efficient service. And also result affirms the finding of Ott (2008) that the sex and monthly income impacted the satisfaction of service quality.

Appendix A. Correlation

		Satisfaction
Pearson Correlation	Satisfaction	1.000
	Age	-.065
	Sex	-.199
	Civil Status	.018
	Salary	.284
Sig. (1-tailed)	Satisfaction	.
	Age	.060
	Sex	.000
	Civil Status	.335
	Salary	.000

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