

Abolita, Trixia By Amagan, Eliane Grace A., Barcenas, frah A.. Billones, Charisse Marie A., Delfin, Alla 2., Flora, Remar L., Guzman, Kayla A., Magallamento, Leona B. Morato, Rochelle D., Balapar, Rosalinda Marie M., Berafino, Shera Mae L., **CUSTOMER SATISFACTION AND LOYALTY ON SMALL EATERIES**, Unpublished Undergraduate Research Paper, Bachelor of Science in Business Administration, Northern Iloilo State University.. Estancia, Iloilo, March 2024

## ABSTRACT

This descriptive research determined the customer satisfaction and Voyalty of one hundred ten (110) local customers of Estancia, Iloilo who were randomly selected. The data were gathered through a researchers'-made survey checklist and were analyzed and interpreted using mean, ständerd deviation, Mann-Whitney U test, Kruskal-Wallis H test, and Spearman rho coefficient. The findings of this study revealed that the level of customer satisfaction when Laken es an entire group and when classified as to age, sex, and life circumstance was very satisfied. The level of customer loyalty when taken as an entire group and when classified as to age, sex, and life circumstance was loyal bot very loyal for the unemployed. There was a significant difference on the level of customer satisfaction when classified as to age and life circumstance but no significant difference when classified as to sex. There was no significant difference on loyalty when classified as to age, sex, and life circumstance. There was a significant relationship between customer satisfaction and customer loyalty of small eateries.

Keywords: Customer Satisfaction, Customer Loyalty, Small Eateries, Attitude of Customers, Personnel