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CUSTOMER SATISFACTION ON SERVICE QUALITY OF APPLIANCE CENTER BEFORE AND AFTER SALES,

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ABSTRACT

This study aimed to investigate the customer satisfaction on service quality of appliance centers before and after sales. The respondents were the 200 customers of appliance centers in Estancia Iloilo who were purposively and conveniently selected. The research instrument used was the researcher's-made questionnaire to gather the data and were analyzed through mean and standard deviation, Mann-Whitney U test, and Kruskal-Wallis H test. Results revealed that the level of customer satisfaction of appliance centers in Estancia before and after sales when taken as an entire group and when classified as to age, *sex*, monthly income, and occupation, was "very satisfied".

There was no significant difference on the level of customer satisfaction on service quality of appliance centers before and after sales when classified as to age, *sex*, monthly income, and occupation but there was a significant difference in after-sales when classified as to occupation.

Keywords:

Customer satisfaction, service quality, appliance center, before sales, after sales