



RESPONDING TO THE CLIENTS' PLEA: THE RESEARCH AND DEVELOPMENT CENTER'S (RDC'S) SATISFACTION AND LOYALTY SURVEY

AGUS-ANN L. AHHUY, LPT

WENDY MAE G. LAPUZ, LPT

RIO FRANCES G. CALLORES, MSC

MYKE ALBERT M. TEJADA, CCPE

RYAN C. FONTANILLA, RN, LPT, MSN, MAED

Medical Colleges of Northern Philippines

International School of Asia and the Pacific

Alimannao Hills Penablanca, Cagayan, Philippines

ABSTRACT: *Understanding and addressing customer satisfaction are vital for any organization or office, as it influences client loyalty, advocacy, and positive word-of-mouth referrals. By prioritizing customer needs and striving to meet their expectations, the RDC can solidify its reputation and foster a dedicated and loyal client base. The study serves as a valuable reference for future reviews and planning to enhance the quality and efficiency of services provided by the RDC. This study aims to investigate the level of customer satisfaction and loyalty towards the Research and Development Center (RDC) by analyzing the responses of 194 visitors who participated in a satisfaction and loyalty survey. The research utilized a descriptive correlational research design, employing a standard questionnaire to gather data on various variables such as the month of visit, course pursued by the respondents, purpose of their visit, average waiting time, satisfaction level, and net promoter score (NPS) for loyalty. The results reveal that the month of visit and the course pursued by the respondents do not significantly impact their satisfaction and loyalty levels. However, the purpose of the visit does influence the average waiting time experienced by the clients, suggesting that specific transactions may require more time for processing. Interestingly, longer waiting times are associated with higher levels of client satisfaction, indicating that clients perceive extended waiting times as opportunities for thorough assistance and attention. The study underscores the importance of customer satisfaction in ensuring the success of the RDC. Factors such as responsiveness, reliability, meeting expectations, and effective communication emerge as crucial elements in enhancing client satisfaction levels. Additionally, the high number of promoters in the NPS metric signifies*



strong client loyalty and satisfaction, indicating the RDC's effectiveness in delivering quality services.

Keywords: Customer satisfaction, Loyalty, Research and Development Center, Net Promoter Score, Office services.

INTRODUCTION

Every organization or its smaller unit should cater quality services to their customers thus, to do this, they should be very kin to their customers' feedback and satisfaction because the customer level of satisfaction is the foundation of the success of the organization. The concept of customers coming "first" should always be the case because the organization or the office that will succeed in satisfying the customers fully will remain at the top of the trend. Basically, the customers are the end user of the services thus, the need to meet their demands and expectations is an essential component for the success of the organization, and measuring their satisfaction to be able to know if the organization meet their expectations is an essential thing to do.

Furthermore, satisfaction means to feel content after what the person, customers or clients desired or wanted which makes the concept highly subjective and are very challenging to grant as every person does have their own perspective on different services. It is therefore one of the goals of this study to measure their satisfaction with the set of factors and criteria to be more objective in nature. Though it seems to be tough to measure such variables, there is a need to do it using the set criteria because the office recognizes the importance of clients in providing full services and quality services towards them. The satisfaction of the clients is the reflection of how effective and efficient the office in catering for them, in giving and providing them with full service that the office can give and can offer.

One vital perspective in ensuring customer satisfaction is to provide the best and the most favorable services towards them. If the customers are happy, the office and the organization are also happy. The more satisfied the clients are, the more that the office will gain trust and with this, the level of loyalty can also be secured. Having said all of the above-mentioned



perspectives, it is clear that customers level of satisfaction plays a vital role in assessing the performance of an office which can be the foundation to guide in uplifting the quality of services toward their clients. It is, therefore, this reason that this study was formulated as the Research and Development Center would want to uplift the quality, effective and efficient services towards the clients by understanding their level of satisfaction on loyalty. This will surely be the springboard for the office to beef-up their services as the result of this study will serve as their reference for the future reviews & planning.

RESEARCH METHODOLOGY

This study used the descriptive correlational research design, in an attempt to correlate different variables to the respondent level of satisfaction and loyalty. Using a standard questionnaire, the 194 respondents who visited the office participated in this survey. The respondent will just get a form from the secretary and then answer the standard survey form for their level of satisfaction and the net promoter score for their level of loyalty. Other variables were also measured such as the transactions made their average waiting time. Furthermore, the data gathered were analyzed, using descriptive statistics such as the frequency count and percentage distribution and the mean. Analysis of variance was used to test differences in the variable, and regression analysis was performed to test the impact of the independent variable to the dependent variable of the study.

RESULTS AND DISCUSSIONS

Profile of the Respondents

a. Month of Visit

As to the profile on the distribution of the respondents as to the month they visited the office for transactions. September of the year 2022 prevailed as the leading month followed by January, October, November and December respectively. The data therefore implies that the office is more active during the end of the semester as the students are busy in completing



their research studies during those months as research is a major requirement to proceed to their next steps in completing their studies & for their clearance for their graduation.

b. Course

A total of 194 respondents participated in the survey, providing insights into their educational backgrounds. Among the respondents, the most common course was "BS Criminology," which accounted for approximately 39.2% of the total. "BS Nursing" followed as the second most prevalent course, with 26 respondents, making up about 13.4% of the total. "BS Radiologic Technology" and "BS Medical Laboratory Science" were the next most represented courses, with 12 and 10 respondents, respectively, constituting around 6.2% and 5.2% of the total respondents. Four courses, namely "BS Pharmacy," "BS Physical Therapy," "BS Information Technology," and "BS Psychology," each had four respondents, contributing approximately 2.1% of the total respondents. "BS Social Work," "BS Education," "BS Customs Administration," and "BS Tourism Management" were represented by 11, 9, 8, and 11 respondents, respectively, making up about 5.7%, 4.6%, 4.1%, and 5.7% of the total respondents. "Bachelor of Physical Education" and "Employees" each had 7 respondents, contributing approximately 3.6% of the total. On the other hand, the course with the lowest representation was "CITE" (the specific course name is not clear), with only 1 respondent, representing 0.5% of the total.

c. Purpose of their Visit

The data shows that research manuscript submission and checking is the highest reason for visiting the office followed by letter approval for the conduct of research studies, getting updates, checking and research consultation., statistical treatment and consultation and other matters respectively. This data therefore implies that respondents are availing of the different services of the office projecting that the office is functional & are doing what is expected of them to do.

d. Average Waiting Time



The average waiting time of the clients visiting the office is reflected in the table above. It reflected that the visitors were given attention to their concerned transactions to the office for less than five minutes followed by 5- 10 minutes & more than a minute respectively. The data implies that the Research and Development Center is prompt and responsive in dealing with their clients. In addition, J. Johnson (2023) expound that the client satisfaction is related to their waiting time. The lesser their waiting time, the higher their satisfaction level which is a clear reflection of the data posted here.

Table 1

RESPONDENTS' LEVEL OF SATISFACTION TO THE RESEARCH AND DEVELOPMENT CENTER

VARIABLES	MEAN	DESCRIPTION
Responsiveness	3.88	Very Satisfied
Reliability	3.88	Very Satisfied
Facility	3.88	Very Satisfied
Communication	3.88	Very Satisfied
Assurance	3.85	Very Satisfied
Categorical Mean	3.87	Very Satisfied

Table 01 shows the assessment of the respondents into their level of satisfaction in visiting the office. It is shown on the above table that the respondents are very satisfied in the office services as reflected into the total mean of 3.87. The table specify that the they are very satisfied along the facility of the office (3.88), the communication of the staff (3.88) and also, clients shows that the office is responsive (3.88) in dealing with the concerns of the client, the office is reliable (3.88) and the staff are very reassuring towards their clients.

In the specific discussion, the primary focus is on gaining a comprehensive understanding of the various factors that significantly contribute to the satisfaction level of clients, particularly within the context of a busy office setting. Client satisfaction is of paramount importance, as it directly influences the reputation and success of any business or service-oriented organization. By analyzing the data and incorporating relevant citations, we can identify the key elements that play a pivotal role in enhancing clients' overall contentment and loyalty.

One crucial factor that clients highly value in a bustling office environment is responsiveness. As pointed out by C. Trappe (2022), clients are often juggling numerous responsibilities and



demands in their daily lives. Consequently, they expect swift and timely responses to their queries and concerns. When the office exhibits promptness and addresses their needs without delay, it not only demonstrates attentiveness but also fosters a sense of importance placed on their satisfaction. This, in turn, can significantly elevate the overall satisfaction level of clients.

Moreover, the office's reliability emerges as another critical determinant of client satisfaction. As highlighted by Ngali man and company (2019), clients deeply appreciate when an establishment consistently delivers accurate and direct answers to their queries and medication needs. Reliability builds trust and confidence in the office's capabilities, reassuring clients that they can rely on the organization to meet their expectations consistently. This sense of dependability contributes to a positive and contented client experience.

In the pursuit of understanding client satisfaction, expectations emerge as a highly influential factor. As articulated by E. Ion (2015), clients' satisfaction is intricately tied to the expectations they have regarding the quality of services, goods, products, and the treatment they receive. The data presented in the table further supports this idea, as it reflects the office's ability to adhere to clients' expectations concerning the facilities. By fulfilling these expectations, the office creates a favorable impression and contributes to heightened levels of client satisfaction.

Another pivotal aspect in determining client satisfaction is effective communication. As advocated by L. Hoffman (2018), proper communication acts as a valuable tool that enables the office to elicit crucial information from clients and better understand their unique needs and preferences. The data provided in the table further reinforces this notion, showcasing clients' high satisfaction with the communication practices of the staff. By maintaining clear and open channels of communication, the office ensures that clients feel heard, valued, and well-informed, ultimately leading to an improved overall satisfaction level.

In conclusion, the data analysis and incorporation of pertinent citations have shed light on the multifaceted factors that significantly impact client satisfaction in a busy office setting.



Responsiveness, reliability, meeting expectations, and effective communication emerge as the key elements that can significantly enhance client satisfaction levels. By prioritizing these aspects and continually striving to meet clients' needs and concerns, the office can foster a positive and rewarding client experience, ultimately bolstering its reputation and success in the long run.

Table 2: DISTRIBUTION OF THE LEVEL OF LOYALTY OF THE RESPONDENTS

VARIABLES	Frequency	Percentage
Detractors	1	0.50
Passives	26	13.40
Promoters	167	86.10
TOTAL	194	100

The table provided above illustrates the level of loyalty among the respondents towards the office, using the Net Promoter Score (NPS) metric, which measures the likelihood of visitors recommending the services to others. From the data, it can be observed that out of the total respondents, 167 (approximately 86.1 percent) were categorized as "promoters," 26 as "passive," and 1 as "detractor."

The high number of promoters (those who are highly likely to recommend the services) indicates that the visitors in the office exhibit a strong sense of loyalty and satisfaction with the services provided. These individuals are not only content with the services they received but are also inclined to share their positive experiences with others, which can lead to increased word-of-mouth referrals and potential new clients for the office.

The data suggests that the office has been successful in meeting and even exceeding the expectations of its clients, as indicated by the significant number of promoters. This success can be attributed to the office's ability to provide excellent services and meet the needs of its visitors effectively. Clients who feel satisfied with the services they received are more likely to become loyal patrons and recommend the office to their colleagues, friends, and family.



A. Baquero (2022) supports this idea, highlighting that a high rating in the Net Promoter Score can be a fundamental indicator of good client-employee satisfaction. When clients are pleased with the services and support, they receive from the office's employees, it fosters a positive and productive relationship, leading to increased loyalty and advocacy.

Furthermore, delving deeper into the NPS analysis, the data reveals that 44% of the respondents correspond to a "sufficient quality" in terms of services offered to the academic community. This indicates that the majority of the respondents perceive the services provided by the office as satisfactory and adequate, meeting their academic needs and expectations.

Overall, the data strongly suggests that the office has been successful in cultivating a loyal client base due to its commitment to providing high-quality services and meeting the expectations of its visitors. The Net Promoter Score serves as a valuable tool in gauging client loyalty and satisfaction, and the office's positive NPS score signifies its effectiveness in creating positive client experiences. By consistently delivering excellent services, the office has not only gained the trust and loyalty of its current clients but has also positioned itself for continued growth and success within the academic community.

Table 3: DIFFERENCE ON THE AVERAGE WAITING TIME, SATISFACTION AND LOYALTY TO THEIR PROFILE

VARIABLES		AVERAGE WAITING TIME	SATISFACTION	LOYALTY
MONTH OF VISIT	f - value	1.361	.038	1.690
	p - value	.259	.963	.187
COURSE	f - value	1.015	.977	1.512
	p - value	.417	.442	.176
PURPOSE	f - value	13.867	.946	.445
	p - value	.000*	.390	.641

The table above provides a comprehensive comparison of the respondents' assessment based on their profile variables. Specifically, it examines how the month of visit, course, and purpose of the visit influence the average waiting time, satisfaction, and loyalty of the respondents. The analysis reveals interesting findings regarding the statistical significance of



these variables. Starting with the month of visit and the course of the respondents, the data indicates that neither of these variables has any statistical significance concerning the average waiting time, satisfaction, and loyalty of the respondents. This implies that the time of the visit or the specific academic discipline pursued by the respondents does not significantly impact the waiting time they experience, their level of satisfaction with the services, or their loyalty towards the office. These variables may not play a significant role in determining the overall customer experience within the office setting. On the other hand, the purpose of the visit does show statistical significance, but only in relation to the average waiting time of the respondents. The data suggests that the purpose of the visit affects the waiting time experienced by the respondents. This result aligns with the explanation that tedious checking and document processing may be necessary for certain purposes, leading to longer waiting times. Consequently, the respondents' satisfaction and loyalty may not be directly influenced by the purpose of the visit, but it does affect the time they spend waiting for their concerns to be addressed. Post hoc analysis further provides valuable insights by revealing that the higher the waiting time experienced by the respondents, the more satisfied they tend to be. This finding is intriguing, suggesting that longer waiting times may not necessarily result in dissatisfaction. Instead, respondents may perceive longer waiting times as an opportunity to have more personalized attention, allowing staff to cater to their concerns more comprehensively. As a result, this extra time may lead to increased satisfaction and a positive perception of the office's dedication to addressing the needs of its clientele.

Table 4: EFFECT OF THE DIFFERENT VARIABLES TO THE SATISFACTION AND LOYALTY OF THE RESPONDENTS

VARIABLES	SATISFACTION			LOYALTY		
	p - value	r	r ²	p - value	r	r ²
Month Of Visit	0.087	0.123	0.015	0.000*	0.314	0.099
Course	0.133	0.144	0.021	0.000*	0.315	0.099
Purpose	0.253	0.146	0.021	0.000*	0.323	0.104
Average Waiting Time	0.354	0.151	0.023	0.000*	0.326	0.106
Satisfaction	-	-	-	0.000*	0.452	0.205

The analysis of the table reveals intriguing insights into the relationship between different variables and their impact on respondent satisfaction and loyalty. Firstly, it appears that the



month of visit does not significantly influence the level of respondent satisfaction. However, it does show a 9% effect on their level of loyalty. This suggests that while the timing of the visit may not directly affect how satisfied the respondents are with the services, it can influence their likelihood of remaining loyal to the office. Perhaps certain months are associated with special events or services that foster stronger loyalty among visitors during those periods. Similarly, the course pursued by the respondent does not seem to have a significant measure in determining their satisfaction level. Nonetheless, it can still play a noteworthy role in affecting their level of loyalty, up to 9%. This could be attributed to shared experiences or camaraderie among students pursuing the same course, leading to a higher level of loyalty within certain academic communities. Furthermore, the purpose of the visit does not appear to have a substantial effect on the respondents' level of satisfaction. However, it does have a minor 0.4% effect on their level of loyalty. This indicates that the specific reason for visiting the office may not be a significant determinant of satisfaction, but it can slightly influence the level of loyalty exhibited by the respondents. Additionally, the average waiting time does not show a significant relationship with the satisfaction level of respondents. However, it does have a substantial 32.6% effect on their level of loyalty. This finding suggests that although waiting time may not directly impact satisfaction, reducing the waiting time can significantly contribute to higher levels of loyalty among the respondents. Efficient and prompt service is likely to enhance the overall loyalty and positive perception of the office. Most importantly, the study emphasizes the critical role of satisfaction in influencing the respondents' level of loyalty, with an effect as high as 45.2%. This underscores the importance of ensuring that clients are satisfied with the services provided. A satisfied client is more likely to remain loyal to the office and may become an advocate by recommending the services to others, thereby contributing to the growth and success of the office.

CONCLUSION

The results of the Research and Development Center's (RDC's) Satisfaction and Loyalty Survey provide valuable insights into the factors that significantly contribute to client satisfaction and loyalty within a busy office setting. The study emphasizes the importance of prioritizing customer satisfaction as a key driver of loyalty and advocacy. Clients highly value responsiveness, reliability, meeting expectations, and effective communication, which significantly enhance their overall contentment with the office services. The Net Promoter



Score (NPS) analysis demonstrates the office's success in cultivating a loyal client base, with a majority of respondents being promoters who are highly likely to recommend the services to others. This positive score reflects the office's commitment to delivering high-quality services and meeting client needs effectively. Regarding the profile variables, the month of visit and the course pursued by the respondents do not significantly influence satisfaction and loyalty. However, the purpose of the visit shows a statistical significance in relation to average waiting time, indicating the need for efficient processing and communication to reduce waiting times. Interestingly, longer waiting times seem to result in higher satisfaction levels, suggesting an opportunity for personalized attention and comprehensive service.

RECOMMENDATIONS

Based on the study findings, the Research and Development Center can take several steps to further enhance client satisfaction and loyalty, by implementing these recommendations, the Research and Development Center can further enhance client satisfaction and build a loyal clientele. A satisfied and loyal customer base will not only contribute to the office's success but also serve as advocates, spreading positive word-of-mouth referrals and attracting new clients to the organization.

1. **Focus on Responsiveness:** To meet the expectations of busy clients, the office should ensure swift and timely responses to queries and concerns. Implementing efficient communication channels and responsive customer service can significantly elevate client satisfaction levels.
2. **Emphasize Reliability:** Consistency in providing accurate and direct answers to clients' needs is vital for building trust and confidence. Ensuring that clients can depend on the office to meet their requirements consistently will strengthen loyalty and advocacy.
3. **Manage Waiting Times:** While longer waiting times may not necessarily lead to dissatisfaction, efforts should still be made to minimize waiting times for various purposes. Streamlining processes and optimizing staff resources can contribute to a more positive client experience.
4. **Continuously Meet Expectations:** Understanding and meeting client expectations are essential for satisfaction. Regular assessments and feedback gathering can help the office adapt and improve services to align with client needs.



5. Foster Effective Communication: Clear and open communication channels enable the office to better understand client preferences and concerns. Proactive engagement with clients can enhance their overall experience and contribute to increased loyalty.

REFERENCES

- Asier Baquero (2022), Net Promoter Score (NPS) and Customer Satisfaction: Relationship and Efficient Management, *Sustainability* 2022, 14(4), 2011; <https://doi.org/10.3390/su14042011>
- Eugen Ion (2015), Facility Management: Customer Satisfaction, <https://www.linkedin.com/pulse/facility-management-customer-satisfaction-eugen-ion/>
- Jamie Johnson (2023), Changing Perception: Simple Ways to Improve Your Customers' Waiting Experience, <https://www.business.com/articles/simple-ways-to-improve-your-customers-waiting-experience/>.
- Lizzie Hoffman (2018), Three Ways Effective Communication Improves Customer Satisfaction, <https://www.mojomedialabs.com/blog/effective-communication-strategies>
- Ngaliman, Mika Giofani Eka J, Suharto (2019), The Effect of Tangibles, Responsiveness, and Reliability on Customer Satisfaction of Delivery Services, *SSRG International Journal of Economics and Management Studies*, Volume 6 Issue 5, 86 - 92, May 2019, ISSN: 2393 – 9125 / <https://doi.org/10.14445/23939125/IJEMS-V6I5P113>
- Ryan C. Fontanilla & Christian R. Guzman (2023), The Quality of Online Learning Delivery and The Learning Management System of The Medical Colleges of Northern Philippines (MCNP) And International School of Asia and The Pacific (ISAP): A Correlational Study, *The Seybold Report* ISSN 1533-921, Vol. 18, 06, https://seyboldreport.org/article_overview?id=MDYyMDIzMDgyMjU3NDYxNTg3, DOI 10.17605/OSF.IO/P4NX8.
- Shep hyken (nd), Responsiveness in customer service matters, so why are some brands struggling, <https://www.voxpopme.com/market-research-blog/responsiveness-in-customer-service-matters/>