



TITLE: THE LEVEL OF SATISFACTION OF INTERNET CAFÉ USERS

Romel C. Nemiño, Surigao del Sur State University, Philippines

ABSTRACT

The primary aim of this study is to determine the level of satisfaction of internet café users in Bislig City. Researcher-made questionnaire was employed with a sample of 488 respondents using the non probability sampling. Findings reveal that most of the customers or internet users are females and single in status ages 16 – 20 years old. In terms of the educational attainment, most of them are in the tertiary level and are believers of the Roman Catholic faith. As to the problems encountered with the use of the internet, most of the users respond that slow access is the lingering issue when going online. Further, findings reveal that the level of satisfaction of internet users is moderately satisfied. To determine the significant difference in the level of satisfaction of customers when grouped according to demographic profile and problems encountered, the t-test for independent samples and analysis of variance are utilized. Results further disclose that age, sex, civil status, religious affiliation, educational attainment, occupation, gross monthly income and the problems encountered do not show any significant difference with regards to their level of satisfaction. Empirical results of this study may contribute to the internet café owners and operators as this is essential to improve the competitiveness of the internet café operators or owners by giving much emphasis on the services offered beyond what internet can provide to achieve superior customer satisfaction.

Keywords: customer satisfaction, internet, service, Philippines

INTRODUCTION

The Internet today is an outgrowth of several investments in research networks. It has developed and evolved through multi-agency programs that build on the successes of the previous programs. These investments by the academe and industry stimulate the rapid growth of Internet market. It is the heart of the “information age” called the “mother of all



networks". The Internet is a worldwide network that connects up to 400,000 smaller networks in more than 200 countries. These networks link educational, commercial, nonprofit and military entities (Sawyer, 2001). Smith (2000) in his book "e-Commerce" opines that the internet also provides companies and individuals with the opportunity to completely change the way it conducts business and allows to disseminate information and applications online and link with widely dispersed partners to add value for the customers. One of the most vital challenges of the Internet as a service delivery channel is providing and maintaining service quality. As an input of customer trust, it becomes satisfaction and lead to loyalty as an output (Mojares, 2014). Customer satisfaction is well recognized by the forefront theorists on the notion that a single variable manifests a direct response of the customer's evaluation where such response has not yet undergone its pre-evaluation (Isac & Rusu, 2014). Further, Reichheld cited by Mojares (2014) inferred that whether customers are satisfied or not, such behavior poses a defect on it. Such choice, price, income and convenience are among the many variables which affect the behavior of the customers to obtain satisfaction. Since customer satisfaction is the core of this study, service quality is also essential in assessing the level of satisfaction a customer perceives. The foundation of this study points much to the interest of the researcher as the Philippines begins to open its resources to industrialization and modernization of communication. While extant studies regarding internet usage have been made, few studies relative to internet satisfaction among internet café users have been investigated. This gap ushers a much intriguing extent in the body of literature. The foregoing study prompted the researcher to address this disparity.

OBJECTIVE OF THE STUDY

This study attempted to describe the level of satisfaction of internet café customers. Specifically, it sought answers to the following questions:

1. What is the profile of the internet café operators in terms of the following:
 - a. Type of Business Organization
 - b. Year of the Start of the Business Operation
 - c. Service Offerings
 - d. Capitalization



- e. Source of Investment
 - f. Service Fees
 - g. Service Hours
 - h. Internet Service Provider
 - i. Computer Peripherals
 - j. Manpower
 - k. Location Decision
 - l. Average Daily Revenue
 - m. Problems encountered by the internet café operators?
2. What is the profile of the users/customers in terms of the following:
 - a. Age
 - b. Sex
 - c. Civil Status
 - d. Religious Affiliation
 - e. Educational Attainment
 - f. Occupation
 - g. Gross Monthly Income?
 3. What are the reasons of the customers for availing of the internet services?
 4. What are the problems customers usually encounter when they avail of internet services?
 5. What is the customer's level of satisfaction in relation to the following:
 - a. Services Offered
 - b. Store Layout
 - c. Store Location
 - d. Service Fees/Charges
 - e. Service Hours
 - f. Hardware and Software Peripherals
 - g. Customer Service?
 6. Is there a significant difference in the level of satisfaction of customers when grouped according to their a) demographic profile and b) problems encountered?



LITERATURE REVIEW

This portion of the research grind presents the review of literature and studies that provides bearing on this investigation. The review of literature emanates around the variables enumerated as reflected in the objectives of study. These comprise the overview of internet in the Philippines, customer satisfaction, and customer services. The following literature and studies are taken from the context of books, magazines, and Internet.

INTERNET IN THE PHILIPPINES

Minges , Magpantay, Firth and Kelly cited by Labucay (2014) made mention that the Internet was first launched in the Philippines on March 29, 1994. It was the Philippine Network Foundation that obtained the country's first public access to the internet. Since its inception, Filipino internet users had grown progressively. Base from the World Bank, Labucay also added that the International Communication Union (ITU) projects the percentage of Filipino internet users from 0.006 in 1998 to 36 percent in 2012. The renaissance of Internet significantly changes the lives of the new generation (Abdrbo & Hassanein, 2017) and it even becomes part of our daily lives especially with the younger generation. Fischer (2000) opined the work of Ricciuti that the tremendous growth of the Internet and particularly the World Wide Web has led to a critical mass of consumers and firms participating in a global online market place. The rapid adoption of the Internet as a commercial medium has caused firms to experiment with innovative ways of marketing to consumers in computer – mediated environments. These developments on the internet are expanding beyond the utilization of the Internet as a communication medium to an important view of the Internet as a new market. Just like any other country in the world, Philippines has able to embrace the remarkable power of the Internet. In fact, according to Broadband Commission cited by Go and Hechanova (2014), two out of three Filipinos utilize Internet as a means of social network which is the highest penetration in the world so far. However, the same study revealed that only 29 percent of the Filipinos do have Internet access. But in recent years, in his study Subido (2017) pointed out that internet users in the Philippines upsurged by 27 percent or 13 million users from January 2016 to January 2017 which is actually four times the seven percent growth rate in the past twelve month period.



The author also added that Filipino internet users have rapidly grown up to sixty million as of January 2018 or close to sixty percent of the population itself.

CUSTOMER SATISFACTION

Customers in any organization are so called the building blocks. Without these customers organizations are impossible to exist or if it is may face the difficulties in this competitive global environment (Mburu, 2014). For Mirzagoli and Memarian (2015), customers are defined by people or processes that need the product to function. Customers' expectations, perceptions and preferences are the core elements leading to satisfaction. Whether satisfactory or not, customers can eventually see the difference in terms of their expectations after enjoying it. Additionally, if firms and customers create the value of satisfaction, such causes of dissatisfaction or complaints have to be pondered and replaced it with high quality products to the customers. Omar, Ariffin, and Ahmad (2016) posit that having the value perceived portrays a pivotal role in the consumer purchase decision implicating that behavioral intentions are the byproducts of perceived value. In other words, when customers perceive a very high value consumption experience, they eventually express these experiences into positive behavioral responses. Because of efficient and effective offerings, customers are likely to revisit in order to meet their intentions or perform any other activities with the same feeling of economic benefits. Serin, Balkan, and Dogan (2013) contend that the concept of customer satisfaction in today's competitive market place is regarded as the primary factor in identifying the organization's accomplishments. With its wide array of definitions, customer satisfaction implies three shared components. These are the response, particular focus and its time element. Having these factors identified aid customers decide whether or not to stay or look for other organizations to serve their needs.

CUSTOMER SERVICES

When customers compare their observations on before-service expectations from that of their actual-service encounters along with their post purchase experience, service quality emerges from the viewpoint of Naik et al. cited by Ling, Fern, Boon and Huat (2016). Numerous research studies have concerted much effort in investigating the relationship



between quality and customer satisfaction (Ngai, Moon, Lam, Chin & Tao, 2015). The essence of providing good customer service religiously is not that easy since humans as we are do provide it and because of that we are less consistent in giving services than machines especially that the quality of service varies from different people of different periods of time (Levy & Weitz, 2007). In today's marketing environment, services are confronted with a lot of issues. These are the quest to innovate new service strategies that will better address customer needs, enhance the quality and diversity of the prevailing services and provide these services in such a way that exceeds customer expectations (Peter & Donnelly, 2013).

THEORETICAL FRAMEWORK

The Theory of Disconfirmation is employed to assimilate the level of customer satisfaction in this study. According to this theory, the degree of satisfaction is measured to as to the size and direction of the disconfirmation experience which is evidently seen when customers compare service performance against that of their expectations (Ekinci & Sirakaya, 2004). Ekinci and Sirakaya also added that the theory itself is a judgment that a product or service feature, or the product or service itself provides a pleasurable level of consumption-related experience including the levels of under or over fulfillment remarks.

RESEARCH DESIGN AND METHODS

In consonance with the theory base, the researcher illustrated the study employing the constructs intended for its purpose. Shown in Figure 1 are the profiles of the internet café operators as a whole. Other constructs include the type of business organization, year business operation started, service offerings, capitalization, source of investment, service fees, service hours, Internet Service Providers (ISPs), computer peripherals, manpower, location decision, average daily revenue and problems encountered by the internet café operators. These variables are executed in such a manner that affects the level of satisfaction of customers being another variable. These are response variables that are being observed and measured to determine the effect of the other variable. These include services offered, store layout, store location, service fees/charges, service hours, hardware and software peripherals and customer service. Further, to aid in determining the level of satisfaction of customers, three variables were identified to ascertain its relationship. These



include the profile of the customers in terms of age, sex, civil status, religious affiliation, education attainment, occupation and gross monthly income; the reasons of customers for availing of the internet services and the problems customers usually encounter when they avail of the internet services.

Hypothesis

The study was conducted under the assumption that there will be more Internet users in the Philippines in the next few years. People will use internet as a means of conducting business transactions online because of its highly technical advantage. Further, Internet café industry will still also upsurge on the coming years due to the radical transformation of information superhighway where people conduct vital transactions online. The level of significance at alpha 0.05 and the hypothesis stating, "There is a significant difference in the level of satisfaction of the customers when grouped according to their a) demographic profile and b) problems encountered" was tested in the study.

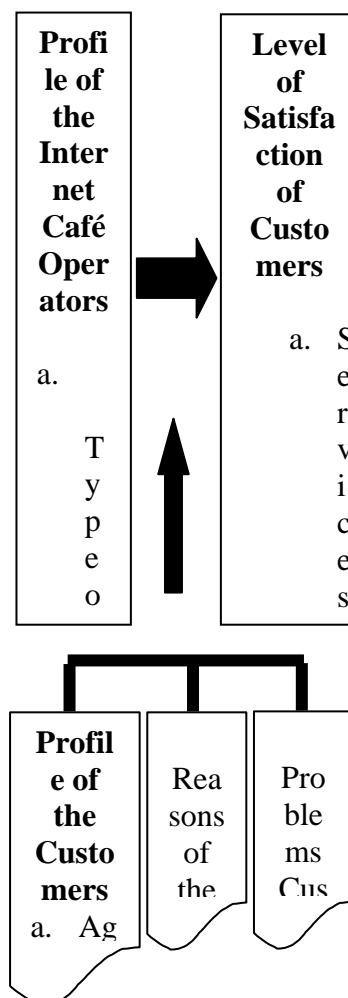


Figure 1. Conceptual Paradigm of the Study



RESULTS AND DISCUSSION

Profile of the Internet Café Operators

Shown in Table 1 are the seven internet cafés which are the subjects of the study, the type of business organization and the year business operation started. It can be gleaned that only one internet café categorizes as partnership and the rest are sole proprietorships. This simply means that most of the internet cafés in the locality are solely owned by the operators themselves while the other one is a partnership owned and operated by two persons. As surveyed, operators prefer sole proprietorships due to the flexibility in decision-making. Further, JK's Internet Café is the earliest café that started its operations in June 1999 followed by E – Internet in October 2000 while Pentium is the newest café which started only in February 2004. This shows that the locality has accessed the internet in 1999.

Table 1. Type of Business Organization and Year Business Operation Started

Internet Café	Type of Business Organization	Year Business Operation Started
CB Love	Sole Proprietorship	March 23, 2002
R & N	Partnership	August 20, 2001
Franklene	Sole Proprietorship	September 4, 2003
JK	Sole Proprietorship	June 13, 1999
MJCT.com	Sole Proprietorship	July 1, 2003
Pentium	Sole Proprietorship	February 12, 2004
E – Internet	Sole Proprietorship	October 28, 2000

SERVICE OFFERINGS

Presented in Table 2 are the various services offered by the internet cafés. It is apparent enough that all internet cafés offer internet services (a). This clearly shows that the rapid growth of Internet paves the way for the internet café operators since customers seek information in a way internet works. R & N Internet Café offers quite a number of services in



contrast with the other cafés. Only instant digital printing and laminating (i) are not offered. This is followed by JK's, Pentium, MJCT.com, E – Internet and Franklene. CB Love offers only two services, internet (a) and photo scanning (o). Meanwhile, only CB Love does not offer computer games while the remaining cafés consider computer games as one of the important services for the customers. This also shows that aside from internet, the presence of computer games affects the service offerings of the internet café.

Table 2. Services Offered by the Internet Cafés

Internet Café	Service Offerings																				
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q				
																	i	ii	iii	iv	v
CB Love	/									/											
R & N	/	/	/	/	/	/	/	/		/	/	/	/		/	/	/	/	/	/	/
Franklene	/										/				/	/					
JK	/	/	/	/	/	/				/	/	/			/						
MJCT.com	/						/		/						/	/					
Pentium	/					/	/		/	/				/	/	/					
E – Internet	/						/		/						/						

Legend: a. Internet b. Networking and communication maintenance c. Repair, upgrade and trouble shooting d. Software and system analysis e. Consultancy f. Computer rental g. Logo lay-out h. Computer encoding and printing i. Instant digital printing j. Laminating k. Scanning l. Video editing (basic) m. CD copying n. Wedding invitations/calling cards o. Photocopying/Xerox p. Games q. Tutorial; i. Desktop publishing ii. MS Office XP iii. Graphics iv. Programming languages v. Word Processing

CAPITALIZATION, SOURCE OF INVESTMENT, SERVICE FEES, SERVICE HOURS INTERNET SERVICE PROVIDERS

Depicted in Table 3 are the internet café operators' capitalization, source of investment, service fees and hours and the Internet Service Providers. As shown on the table, there are only two internet cafés that capitalized the internet business for over PhP 300,000. The least investment ranges from PhP 50,001 – PhP 100,000. This shows that capitalization of such



business industry varies one from the other considering the amount of resources needed as well as the sources of investment are concerned. On the other hand, service fees and service hours have the same choices all throughout the cafés except for E – internet which has a service/internet fee of PhP 20 per hour. As surveyed, the café could not compete to the PhP 15 per hour internet fee considering the rent of the building is high. All internet cafés render daily service hours. Only E – Internet and JK provide satellite networks. PhilCom is the primary Internet Service Provider except for Franklene, MJCT.com and Pentium which also subscribe from PLDT. This was manifested during the survey wherein according to the operators PhilCom subscription rates are lower than PLDT while satellites are expensive

Table 3. Capitalization, Source of Investment, Service Fees, Service Hours Internet Service Providers

Internet Café	Capitalization	Source of Investment	Service Fees	Service Hours	I.S.P.
CB Love	PhP 100,001 to 200,000	Loan	PhP 15 / hr	Everyday	PhilCom
R & N	PhP 100,001 to 200,000	Partnership	PhP 15 / hr	Everyday	PhilCom
Franklene	Over PhP 300,000	Foreign aid	PhP 15 / hr	Everyday	PLDT
JK	Over PhP 300,000	Other business	PhP 15 / hr	Everyday	PhilCom Satellite
MJCT.com	PhP 50,001 – 100,000	Family aid	PhP 15 / hr	Everyday	PhilCom PLDT
Pentium	PhP 200,001 to 300,000	Other business	PhP 15 / hr	Everyday	PhilCom PLDT
E – Internet	PhP 100,001 to 200,000	Other business	PhP 20 / hr	Everyday	PhilCom Satellite



COMPUTER PERIPHERALS AND MANPOWER

Presented in Table 4 are the computer peripherals and manpower of the internet cafés. As shown, JK's Internet Café has a total manpower of 4 and 70 workstations of which 30 of these workstations are Intel Celeron CPU's, 5 Pentium IV CPU's and 35 AMD Athlon CPU's. CB Love and R & N cafés have 10 workstations, the least number among the seven internet cafés. This shows that the computer peripherals of these internet cafés follow the trend of the rapid change of central processing units (CPU's) and operating systems from time to time.

Table 4. Computer Peripherals and Manpower

Café	Computer Peripherals				Manpower
	CPU	Units	Multimedia	Total	
CB Love	Intel Celeron	1	1	10	1
	Pentium III	7	7		
	Pentium IV	2	2		
	AMD Athlon	0	0		
R & N	Intel Celeron	8	8	10	2
	Pentium III	0	0		
	Pentium IV	2	2		
	AMD Athlon	0	0		
Franklene	Intel Celeron	6	6	15	2
	Pentium III	8	8		
	Pentium IV	1	1		
	AMD Athlon	0	0		
JK	Intel Celeron	30	30	70	4
		0	0		



	Pentium III	5	5		
	Pentium IV	35	35		
	AMD Athlon				
MJCT.com	Intel	8	8	24	2
	Celeron	0	0		
	Pentium III	16	16		
	Pentium IV	0	0		
	AMD Athlon	0	0		
Pentium	Intel	18	18	18	1
	Celeron	0	0		
	Pentium III	0	0		
	Pentium IV	0	0		
	AMD Athlon	0	0		
E – Internet	Intel	0	0	25	2
	Celeron	25	25		
	Pentium III	0	0		
	Pentium IV	0	0		
	AMD Athlon	0	0		

LOCATION DECISION AND AVERAGE DAILY REVENUE

Shown in Table 5 are the location decisions and the operators' average daily revenue. It is revealed that five out of seven internet cafés inferred that near commercial areas are the primary reasons for choosing the location. On the other hand, only three of these cafés deliberately answered cheap rental. This shows that locating business in such commercial areas would affect the revenues. For example, JK's Internet Café point out the highest average daily revenue ranging from PhP 3,001 – PhP 4,000 since the location is within the commercial area.



Table 5. Location Decision and Average Daily Revenue

Internet Café	Near commercial area	Near school	Cheap rental	No competition	Average Daily Revenue
CB Love			/		PhP 1,000 – 2,000
R & N	/		/		PhP 1,000 – 2,000
Franklene	/				PhP 1,000 – 2,000
JK's	/				PhP 3,001 – 4,000
MJCT.com			/		PhP 2,001 – 3,000
Pentium	/				PhP 2,001 – 3,000
E – Internet	/				PhP 2,001 – 3,000

PROBLEMS ENCOUNTERED BY INTERNET CAFÉ OPERATORS

Presented in Table 6 are the various problems encountered by the Internet Cafés in so far as internet services are concerned. Apparently, all internet cafés have encountered slow server connectivity. This is mainly because there are only two Internet Service Providers (ISPs) in the locality and cafés have no other choices. These make the cafés hard enough to search for better ways. Frequent power interruption is also a recurring problem due to power supply shortage and that the management is still looking for ways to maximize the supply of electricity. As surveyed, all café operators and attendants admitted that they had no power alternative such as generator.



Table 6. Problems Encountered by Internet Café Operators

Internet Café	Problems						
	a	b	c	d	e	f	g
CB Love				/		/	/
R & N	/	/		/		/	/
Franklene				/		/	/
JK's	/			/		/	/
MJCT.com				/	/	/	/
Pentium				/	/	/	/
E - Internet	/		/	/		/	/

Legend: a. price war b. minimal users c. fast obsolescence of equipment d. slow server / connection e. limited technical knowhow on computer trouble shooting f. frequent power interruption g. limited internet service provider (ISP)

PROFILE OF THE USERS/CUSTOMERS IN TERMS OF AGE

Depicted in Figure 2 is the distribution of age of the respondents. As can be seen, the age bracket of 16 – 20 years has the most number of respondents while below 15 years old has the least. Customers between 16 – 20 years of age comprise 52 percent of the total number of respondents. This is followed by ages between 21 – 25 years old of about 138 or 28 percent. This reveals that most of the customers or internet users are teenagers who belong to the age bracket between 16 – 20 years old and young adults who belong to the age bracket of 21 – 25 years old. This also means that these two age brackets are more inclined to internet than the others. More so, there are only 46 internet users or 9 percent of the total number of respondents who belong to the age bracket of 26 – 30 years of age followed by 16 users or 3 percent who are between 31 – 35 years of age.

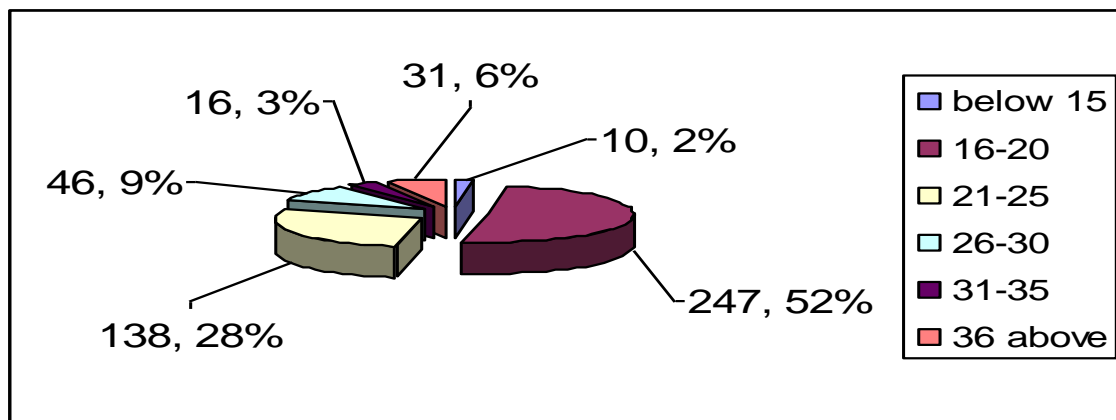


Figure 2. Profile of the Users/Customers in terms of Age

PROFILE OF THE USERS/CUSTOMERS IN TERMS OF SEX

Portrayed in Figure 3 is the distribution of respondents according to sex. The figure reveals that most of the internet users or customers are predominantly female. From the distribution presented female users account to 72 percent of the total number of respondents higher than men of only 28 percent. This is because communicating to other users elsewhere in a form of chat is the primary reason why they spend most of the time in the internet rather than males do. The findings are similar to that of the survey conducted by the DigitalFilipino.com in 2003 wherein more women went online than men in the Philippines. This was also seconded by the Internet café operators who disclosed during interviews that women spent most of their time to chat online rather than men.

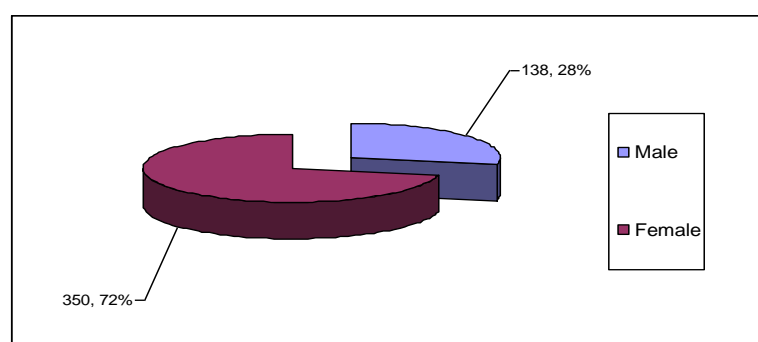


Figure 3. Profile of the Users/Customers in terms of Sex

PROFILE OF THE USERS/CUSTOMERS IN TERMS OF CIVIL STATUS

Illustrated in Figure 4 are the respondents' civil statuses. The table shows that most of the customers who avail of the internet services are single. This accounts 85 percent of the



total number of respondents. This is followed by married users who comprise 12 percent of the total number of respondents. This signifies that singles are more inclined to surf in the internet most probably because they can spend more time surfing or have lesser household responsibilities compared to married, widow/widower and single parent users do.

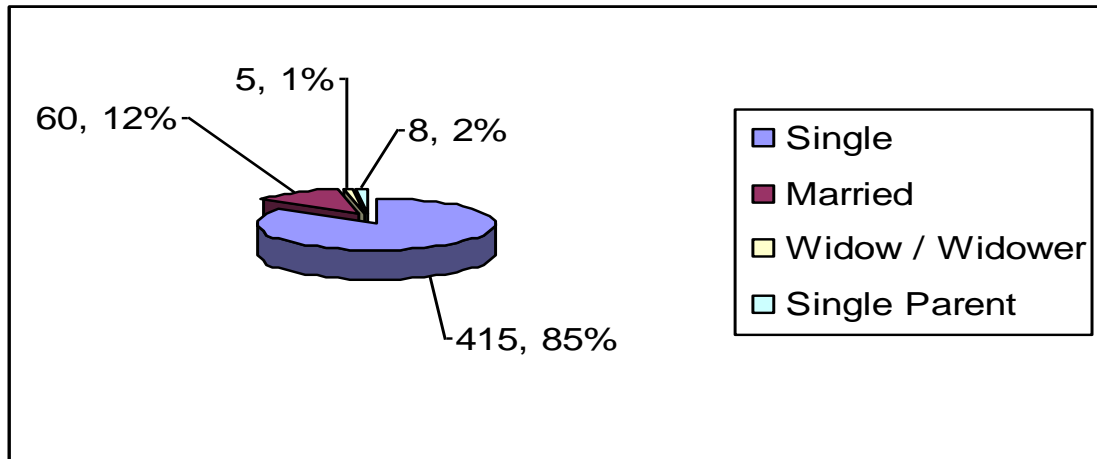


Figure 4. Profile of the Users/Customers in terms of Civil Status

Profile of the Users/Customers in terms of Religious Affiliation

Presented in Figure 5 is the religious affiliation of the respondents from the various organizations. As depicted, there are 391 customers or users who belong to the Roman Catholic affiliation who comprise 80 percent of the total number of respondents. This is followed by Protestants with 59 customers who also comprise 12 percent of the total number of respondents. These reveal that most of the users/customers who avail of the internet services are coming from the Roman Catholic organization mainly because they comprise a considerable population in the locality.

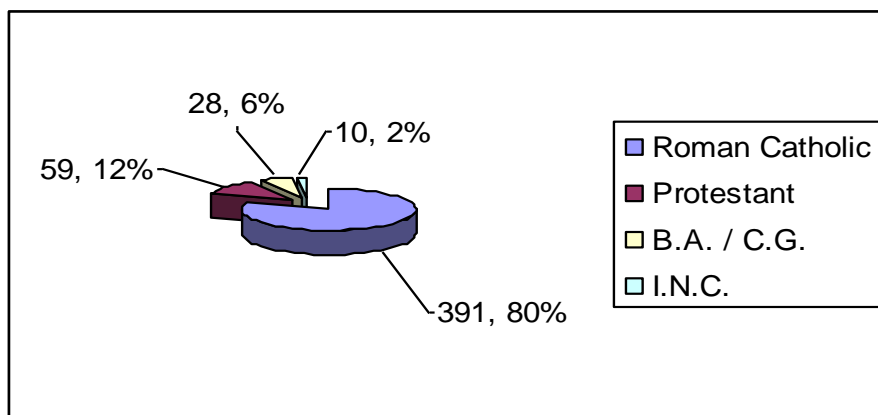




Figure 5. Profile of the Users/Customers in terms of Religious Affiliation

PROFILE OF THE USERS/CUSTOMERS IN TERMS OF EDUCATIONAL ATTAINMENT

As shown in Figure 6, educational attainment is also used to measure the profile of the respondents. Generally, there are 337 users/customers or 69 percent of the total number of respondents who belong in the college level. This is followed by users who are already college graduates who comprise 87 or 18 percent of the total number of respondents followed by the high school level, high school graduates and elementary, the least. The table reveals that internet customers in the locality have reached tertiary level and are equipped with fundamental skills in the rapid growth of computer technology and widespread of internet. Additionally, the existence of different colleges and the university in the locality provides opportunity for the people to pursue higher educational level.

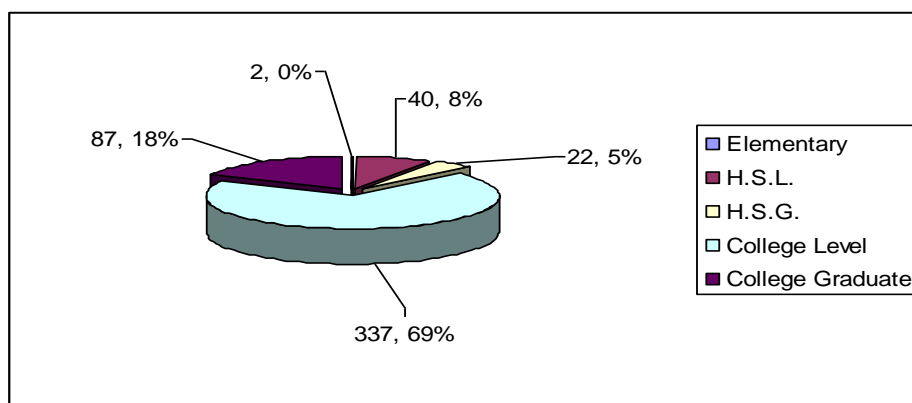


Figure 6. Profile of the Users/Customers in terms of Educational Attainment

PROFILE OF THE USERS/CUSTOMERS IN TERMS OF RESPONDENT'S OCCUPATION

Depicted in Figure 7 are the various occupations of the respondents. At the broad-spectrum, college students dominate most as customers of the internet cafés of about 339 or 69 percent of the total number of respondents. This is primarily because they spend much time doing internet research work, surfing special topics for the class, browsing new concepts and studies about their assignments. Since internet contributes much to the development of students they are encouraged to do internet research other than making use of the library resources. Moreover, unlike employees who are working eight hours a day, students have ample time to avail of the internet. This was also supported during interview that majority of the customers were students coming from the various schools and colleges in the locality.

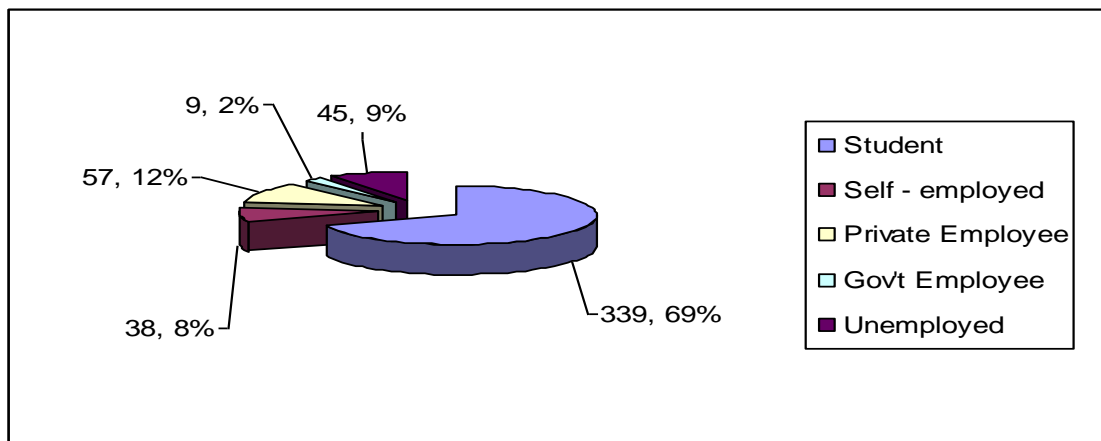


Figure 7. Profile of the Users/Customers in terms of Occupation

PROFILE OF THE USERS/CUSTOMERS IN TERMS OF GROSS MONTHLY INCOME

Exhibited in Figure 8 is the distribution of respondents according to their gross monthly income. At the broad spectrum, the table shows that there are 299 of the respondents having a gross monthly income ranging between PhP 5,001 – PhP 10,000. This comprises 61 percent of the total number of the respondents. This is followed by income below PhP 5,000 that comprises 22 percent of the total number of the respondents. This reveals that students rely from their family income once they avail of the internet services of the internet cafés

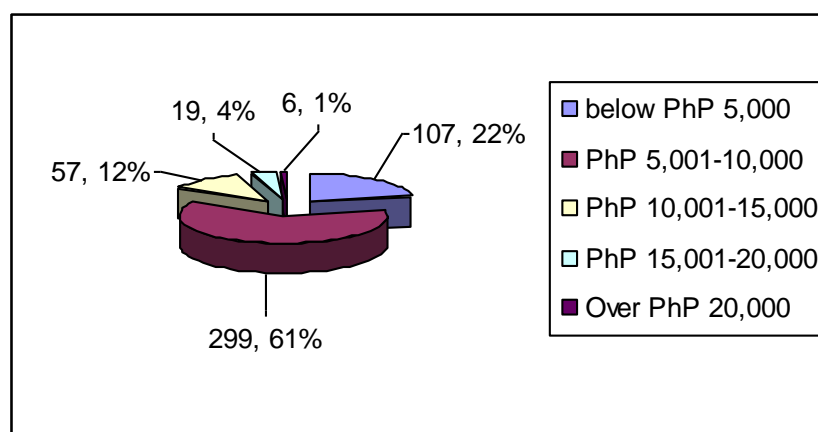


Figure 8. Profile of the Users/Customers in terms of Gross Monthly Income

CUSTOMER'S REASONS FOR AVAILING THE INTERNET SERVICES

Displayed in Table 7 are the various reasons why customers avail of the internet services. Most of the customers in the internet cafés indicate chat as the primary reason why they



avail of the internet services. As surveyed, customers reasoned out that chat has offered a new form of an entertainment-like activity and considered it as one of their favorite leisure pursuits. Further, they also pointed out that chat paved the way to see and meet old and new friends alike through webcams. Other users also answered e-mail/check mail as their reasons for availing the internet services. The use of these e-mail accounts once registered helped them to fast track messages to their friends, loved ones and business matters. On the other hand, only users/customers of JK's Internet Café reveal that e-mail/check mail is their primary reason for availing of the internet services.

Table 7. Customer's Reasons for Availing of the Internet Services

R	CB Love		R & N		Franklene		JK'S		MJCT.com		Pentium		E-Internet	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
a	6	8.57	3	4.29	3	4.29	10	14.71	1	1.43	3	4.29	20	28.57
b	2	2.86	3	4.29	2	2.86	4	5.88	1	1.43	4	5.71	3	4.29
c	7	10.00	2	2.86	2	2.86	7	10.29	2	2.86	6	8.57	6	8.57
d	7	10.00	6	8.57	7	10.00	23	33.82	4	5.71	7	10.00	13	18.57
e	25	35.71	15	21.43	17	24.29	29	42.65	10	14.29	9	12.86	24	34.29
f	13	18.57	8	11.43	10	14.29	14	20.59	7	10.00	5	7.14	10	14.29
g	7	10.00	1	1.43	4	5.71	7	10.29	3	4.29	6	8.57	4	5.71
h	45	64.29	39	55.71	33	47.14	39	57.35	35	50.00	30	42.86	36	51.43
i	36	51.43	46	65.71	28	40.00	31	45.59	37	52.86	15	21.43	31	44.29
J	11	15.71	11	15.71	11	15.71	28	41.18	13	18.57	13	18.57	8	11.43
k	13	18.57	14	20.00	9	12.86	14	20.59	6	8.57	5	7.14	10	14.29
l	47	67.14	57	81.43	51	72.86	29	42.65	55	78.57	58	82.86	56	80.00
m	32	45.71	14	20.00	19	27.14	10	14.71	9	12.86	12	17.14	12	17.14
n	20	28.57	8	11.43	9	12.86	9	13.24	3	4.29	11	15.71	15	21.43
o	3	4.29	2	2.86	2	2.86	1	1.47	5	7.14	2	2.86	7	10.00

Legend: a. News and current events – local b. News and current events – regional c. News and current events – national d. News and current events – international e. Research f. Download files g. Upload files h. E – mail / check mail i. Surfing j. Download games k.



Download free programs which are useful I. Chat m. Encoding with the use of internet n.
Encoding without the use of internet o. Tutoria

PROBLEMS ENCOUNTERED BY CUSTOMERS RELATIVE TO INTERNET SERVICES

Displayed in Table 8 are the problems customers usually encounter when they avail of internet services. As shown on the table, most of the internet users respond that slow access is the lingering problem when going online. During the interview both internet café operators and customers alike commented that the Internet Service Provider's (PhilCom and PLDT) in the locality cannot suffice the needs of the internet cafés since private and government sectors also subscribed. Hence the bandwidth is slow and greatly affects the speed of computer peripherals that results on constant reset of connection especially when customers go online to chat.

Table 8. Problems Encountered by Customers Relative to Internet Services

P	Internet Café													
	CB Love		R & N		Franklene		JK's		MJCT.com		Pentium		E - Internet	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
a	48	68.57	35	50.00	44	62.86	35	51.47	39	55.71	28	40.00	45	64.29
b	37	52.86	39	55.71	33	47.14	34	50.00	40	57.14	47	67.14	43	61.43
c	39	55.71	31	44.29	35	50.00	29	42.65	34	48.57	36	51.43	30	42.86
d	25	35.71	7	10.00	12	17.14	14	20.59	19	27.14	19	27.14	15	21.43
e	23	32.86	3	4.29	6	8.57	14	20.59	13	18.57	7	10.00	14	20.00
f	14	20.00	1	1.43	12	17.14	23	33.82	10	14.29	6	8.57	18	25.71
g	20	28.57	0	0.00	16	22.86	34	50.00	14	20.00	1	1.43	13	18.57

Legend: a. Slow access b. Constant reset of connection during chat c. Slow speed of workstations d. Unavailability of favorite computer games e. Unhelpful / rude internet staff f. Unreasonable fees g. Unsuitable environment i.e. loud noise, smoke-filled room, crowded area, etc.



CUSTOMER'S LEVEL OF SATISFACTION IN TERMS OF SERVICES OFFERED

Shown in Table 9 are the customers' levels of satisfaction in terms of services offered. Generally, internet café customers are moderately satisfied of the services offered by the internet cafés. However, customers of R & N are satisfied with an overall mean of 3.5. This means to say that customers are satisfied with the networking and maintenance of the café and has knowledge about software and system analysis. Moreover, consultations are well – answered as well as the provision for encoding, scanning and printing are also rated satisfied.

Table 9. Customer's Level of Satisfaction in terms of Services Offered

S.O	Internet Café														Overall Mean	VD
	CB Love		R & N		Franklene		JK		MJCT.com		Pentium		E – Internet			
	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD		
a	3.0	MS	3.4	MS	3.0	MS	3.0	MS	3.4	MS	3.0	MS	3.1	MS	3.1	MS
b	3.1	MS	3.5	S	3.1	MS	3.0	MS	3.3	MS	2.9	MS	3.3	MS	3.2	MS
c	3.0	MS	3.4	MS	3.3	MS	3.0	MS	3.4	MS	3.0	MS	3.4	MS	3.2	MS
d	3.1	MS	3.7	S	3.4	MS	4.0	S	3.2	MS	3.0	MS	3.2	MS	3.4	MS
e	3.1	MS	3.6	S	3.0	MS	3.0	MS	2.9	MS	2.9	MS	3.3	MS	3.1	MS
f	2.9	MS	3.5	S	3.2	MS	3.0	MS	2.9	MS	3.0	MS	3.2	MS	3.1	MS
Overall Mean	3.0	MS	3.5	S	3.2	MS	3.2	MS	3.2	MS	3.0	MS	3.3	MS	3.2	MS

Legend: Services Offered (S.O.) a. Speed of internet access b. Networking and communication maintenance c. Repair and troubleshooting d. Knowledge about software and system analysis e. Well – answered consultation f. Encoding, scanning and printing; VD Verbal Description; VS- Very Satisfied, S- Satisfied, MS-Moderately Satisfied, D-Dissatisfied, VD-Very Dissatisfied



CUSTOMER'S LEVEL OF SATISFACTION IN TERMS OF STORE LAYOUT

Presented in Table 10 are the customers' levels of satisfaction in terms of store layout. As depicted on the table, generally, internet café customers are also moderately satisfied of the cafés' store layout with a grand mean of 3.2. This signifies that the customers are moderately satisfied in the arrangement of monitors, room ventilation, area space and the space between workstations. Further, customers are also moderately satisfied on the width of the aisles where users could use to roam around, the walls and ceilings, lighting and the sizes of the workstations. On the other hand, customers are satisfied on the store layout of R & N from the ventilated room down to the sizes of the workstations that result an overall mean of 3.5.

Table 10. Customer's Level of Satisfaction in terms of Store Layout

S.L	Internet Café														Overall Mean	VD
	CB Love		R & N		Franklene		JK		MJCT.com		Pentium		E – Internet			
	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD		
a	3.1	MS	3.4	MS	3.2	MS	3.0	MS	3.1	MS	2.9	MS	3.4	MS	3.2	MS
b	3.0	MS	3.5	S	3.2	MS	3.0	MS	3.1	MS	3.2	MS	3.2	MS	3.2	MS
c	4.0	S	3.6	S	3.2	MS	3.0	MS	2.8	MS	3.2	MS	3.4	MS	3.3	MS
d	3.0	MS	3.7	S	3.0	MS	3.0	MS	3.1	MS	3.0	MS	3.3	MS	3.2	MS
e	3.2	MS	3.5	S	2.9	MS	4.0	S	3.2	MS	3.4	MS	3.3	MS	3.4	MS
f	3.0	MS	3.6	S	3.0	MS	3.0	MS	3.0	MS	3.0	MS	3.2	MS	3.1	MS
g	3.1	MS	3.5	S	3.2	MS	3.0	MS	2.9	MS	3.0	MS	3.4	MS	3.2	MS
h	2.8	MS	3.5	S	3.1	MS	3.0	MS	2.7	MS	2.8	MS	3.2	MS	3.0	MS
Overall Mean	3.2	MS	3.5	S	3.1	MS	3.1	MS	3.0	MS	3.1	MS	3.3	MS	3.2	MS

Legend: Store Layout (S.L.) a. Arrangement of monitors to the users b. Ventilated room c. Spacious area d. Space between workstations e. Aisles for the users f. Walls and ceilings g.



Lighting h. Size of workstation; VD Verbal Description; VS- Very Satisfied, S- Satisfied, MS- Moderately Satisfied, D-Dissatisfied, VD-Very Dissatisfied

CUSTOMER'S LEVEL OF SATISFACTION IN TERMS OF STORE LOCATION

Depicted in Table 11 are the customers' levels of satisfaction in terms of store location. Based on the results, a moderately satisfied remark is rated by the customers to all internet cafés in the locality with a grand mean of 3.2. This shows that customers are moderately satisfied with the factors affecting the store location such as the proximity of site to trading area, accessibility for passers – by, distance from the residential centers as well as the accessibility of transportation and nature of surroundings are concerned.

Table 11. Customer's Level of Satisfaction in terms of Store Location

S.Lc.	Internet Café														Overall Mean	VD
	CB Love		R & N		Franklene		JK		MJCT.com		Pentium		E – Internet			
	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD		
a	3.0	MS	3.4	MS	3.2	MS	3.2	MS	3.3	MS	2.9	MS	3.2	MS	3.2	MS
b	3.2	MS	3.4	MS	3.0	MS	3.4	MS	2.9	MS	2.9	MS	3.2	MS	3.1	MS
c	3.0	MS	3.4	MS	2.8	MS	3.4	MS	2.8	MS	3.1	MS	3.3	MS	3.1	MS
d	3.1	MS	3.4	MS	2.8	MS	3.4	MS	2.9	MS	2.9	MS	3.4	MS	3.1	MS
e	3.0	MS	3.6	S	3.1	MS	3.3	MS	2.9	MS	3.1	MS	3.5	S	3.2	MS
Overall Mean	3.1	MS	3.4	MS	3.0	MS	3.3	MS	3.0	MS	3.0	MS	3.3	MS	3.2	MS

Legend: Store Location (S.Lc.) a. Proximity of site to trading area b. Accessibility for passers – by c. Distance from residential centers d. Accessibility of transportation e. Nature of surroundings; VD Verbal Description; VS- Very Satisfied, S- Satisfied, MS-Moderately Satisfied, D-Dissatisfied, VD-Very Dissatisfied



CUSTOMER'S LEVEL OF SATISFACTION IN TERMS OF SERVICE FEES/CHARGES

Shown in Table 12 are the customers' levels of satisfaction in terms of service fees/charges. As seen on the table, internet café customers give a moderately satisfied remark on the service fees/charges with a grand mean of 3.3. This shows that customers are moderately satisfied of the performance of the electronic mode of payment, the flexibility as well as the pricing scheme of the internet cafés. However, internet café customers rate both R & N and E – Internet cafés a satisfactory remark with an overall mean of 3.5. Customers are satisfied on the service fees of these cafés because if customers wish to extend the period of internet wage for instance, 30 minutes, the bill automatically adjusts based from the billing system designed. This provides a better performance of the electronic mode of payment, the flexibility as well as the pricing scheme of these cafés.

Table 12. Customer's Level of Satisfaction in terms of Service Fees/Charges

S.F/C.	Internet Café															Overa ll Mean	V D
	CB Love		R & N		Franklen e		JK		MJCT.co m		Pentiu m		E – Interne t				
	\bar{X}	V D	\bar{X}	V D	\bar{X}	VD	\bar{X}	V D	\bar{X}	VD	\bar{X}	V D	\bar{X}	V D			
a	3.1	M S	3.5	S	3.3	MS	3.3	M S	3.0	MS	3.1	M S	3.5	S	3.3	M S	
b	3.2	M S	3.5	S	3.0	MS	3.4	M S	3.3	MS	3.2	M S	3.6	S	3.3	M S	
c	3.0	M S	3.4	M S	3.1	MS	3.4	M S	3.0	MS	3.1	M S	3.5	S	3.2	M S	
Overa ll Mean	3.1	M S	3.5	S	3.1	MS	3.4	M S	3.1	MS	3.1	M S	3.5	S	3.3	M S	

Legend: Service Fees/Charges (S.F/C.)a. Reasonable pricing of Internet fee per hour b. Flexibility of pricing c. Accuracy of electronic mode of payment; VD Verbal Description; VS- Very Satisfied, S- Satisfied, MS-Moderately Satisfied, D-Dissatisfied, VD-Very Dissatisfied



CUSTOMER'S LEVEL OF SATISFACTION IN TERMS OF SERVICE HOURS

On the basis of the results as shown in Table 13, it reveals that internet café customers are moderately satisfied with the service hours rendered by these cafés with a grand mean of 3.1 where business hours and accommodation of customer's request to extend business hours are the factors affecting in it. Although, individual internet cafés have the same remark, R & N still garners the highest overall mean of 3.4 because, as interviewed, customers responded that the café could extend 1 to 2 hours prior to customers' request.

Table 13. Customer's Level of Satisfaction in terms of Service Hours

S.H	Internet Café															
	CB Love		R & N		Franklen e		JK's		MJCT.co m		Pentium		E – Interne t		Over all Mea n	VD
	\bar{X}	VD	\bar{X}	V D	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	V D		
a	3.0	MS	3.3	MS	3.3	MS	3.3	MS	3.0	MS	3.0	MS	3.2	MS	3.2	MS
b	2.9	MS	3.4	MS	2.9	MS	3.3	MS	3.0	MS	3.2	MS	3.3	MS	3.1	MS
Over rall Me an	3.0	MS	3.4	MS	3.1	MS	3.3	MS	3.0	MS	3.1	MS	3.2	MS	3.1	MS

Legend: Service Hours (S.H.) a. Business hours starts promptly b. Accommodation of customers' request to extend business hours; VD Verbal Description; VS- Very Satisfied, S-Satisfied, MS-Moderately Satisfied, D-Dissatisfied, VD-Very Dissatisfied



CUSTOMER'S LEVEL OF SATISFACTION IN TERMS OF HARDWARE AND SOFTWARE PERIPHERALS

In terms of hardware and software peripherals as shown in Table 14 reveals that customers are moderately satisfied of the computer peripherals of the internet cafés with a grand mean of 3.2. This is because the hardware and software peripherals of one internet café are not the same with the others. For instance, the workstations of R & N are user-friendly (k) which yield a mean of 3.6, a satisfying remark. However, this may not be the same from the others like Pentium where in terms of user-friendly (k) customers rate a moderately satisfied remark. Meanwhile, R & N and E – Internet cafés have the same overall mean of 3.4, the highest among the other internet cafés.

Table 14. Customer's Level of Satisfaction in terms of Hardware and Software Peripherals

H.S.P	Internet Café														Overall Mean	VD
	CB Love		R & N		Franklene		JK		MJCT.com		Pentium		E – Internet			
	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD	\bar{X}	VD		
a	2.9	MS	3.3	MS	3.1	MS	3.4	MS	3.4	MS	2.8	MS	3.2	MS	3.2	MS
b	3.1	MS	3.5	S	2.8	MS	3.3	MS	2.9	MS	2.8	MS	3.4	MS	3.1	MS
c	3.2	MS	3.5	S	3.2	MS	3.4	MS	3.2	MS	3.1	MS	3.5	S	3.3	MS
d	3.0	MS	3.3	MS	3.2	MS	3.5	S	2.9	MS	3.0	MS	3.4	MS	3.2	MS
E	3.0	MS	3.2	MS	3.2	MS	3.3	MS	3.0	MS	2.9	MS	3.2	MS	3.1	MS
f	3.0	MS	3.4	MS	3.1	MS	3.4	MS	3.0	MS	3.1	MS	3.5	S	3.2	MS
g	3.2	MS	3.2	MS	2.8	MS	3.1	MS	3.0	MS	3.1	MS	3.5	S	3.1	MS
h	3.0	MS	3.6	S	3.0	MS	3.4	MS	3.0	MS	3.0	MS	3.2	MS	3.2	MS
I	3.0	MS	3.4	MS	3.0	MS	3.1	MS	3.0	MS	2.9	MS	3.4	MS	3.1	MS
j	3.1	MS	3.6	S	3.3	MS	3.2	MS	2.7	MS	3.1	MS	3.4	MS	3.2	MS
k	3.0	MS	3.6	S	3.2	MS	3.4	MS	3.2	MS	2.9	MS	3.5	MS	3.3	MS
l	3.2	MS	3.1	MS	3.0	MS	3.1	MS	2.9	MS	3.1	MS	3.5	S	3.1	MS
Overall Mean	3.1	MS	3.4	MS	3.1	MS	3.3	MS	3.0	MS	3.0	MS	3.4	MS	3.2	MS

Legend: Hardware and Software Peripherals (H.S.P.) a. Speed of processor b. Memory storage c. Availability of floppy disk drives d. Availability of web cams e. Availability of



printers f. Availability of photo scanners g. Availability of application software programs e.g. word processing, spreadsheets, power point, etc. h. Clarity of monitor screens with filters i. Upgrade operating software j. Automated start – up k. User – friendly l. Gentleness of mouse use; VD Verbal Description; VS- Very Satisfied, S- Satisfied, MS-Moderately Satisfied, D-Dissatisfied, VD-Very Dissatisfied

CUSTOMER’S LEVEL OF SATISFACTION IN TERMS OF CUSTOMER SERVICE

The results presented on Table 15 show the grand mean of 3.2 for the internet cafés. This means that customers are moderately satisfied of the various customer services rendered by the cafés. Further, customers of E – Internet are satisfied of the customer services rendered with an overall mean of 3.6. This is because internet attendants of this café provide an exhibition of accuracy and thoroughness of work better than the others and willingly accepts suggestions from the customers. Although moderately satisfied, MJCT.com internet café has the lowest overall mean of only 2.9. Customers of this café rate the confidence and competence of the employees with a mean of only 2.7 compared from the other cafés. The results of this study validate the idea of Atkinson (1988) who opined that cleanliness, security; worth for money and courtesy of staff members determine the level of customer satisfaction.

Table 15. Customer’s Level of Satisfaction in terms of Customer Service

C.S.	Internet Café														Overall Mean	V D
	CB Love		R & N		Franklene		JK		MJCT.com		Pentium		E – internet			
	\bar{X}	V D	\bar{X}	V D	\bar{X}	VD	\bar{X}	V D	\bar{X}	VD	\bar{X}	V D	\bar{X}	V D		
a	3.2	M S	3.6	S	3.2	MS	3.2	M S	2.8	MS	3.3	M S	3.4	S	3.2	M S
b	3.0	M S	3.6	S	3.1	MS	3.1	M S	3.1	MS	2.9	M S	3.5	S	3.2	M S
c	3.0	M S	3.4	M S	3.1	MS	3.3	M S	3.1	MS	3.1	M S	3.4	S	3.2	M S



d	3. 1	M S	3. 5	S	3.0	MS	3. 3	M S	2.9	MS	2. 9	M S	3. 7	S	3.2	M S
e	3. 2	M S	3. 2	M S	3.0	MS	3. 2	M S	2.8	MS	3. 1	M S	3. 9	S	3.2	M S
f	3. 0	M S	3. 5	S	3.0	MS	3. 1	M S	3.0	MS	3. 0	M S	3. 5	S	3.2	M S
g	3. 0	M S	3. 4	M S	3.1	MS	3. 2	M S	2.7	MS	3. 2	M S	3. 6	S	3.2	M S
h	3. 1	M S	3. 5	S	3.2	MS	3. 2	M S	3.1	MS	3. 1	M S	3. 9	S	3.3	M S
i	3. 2	M S	3. 6	S	3.3	MS	3. 2	M S	2.9	MS	3. 2	M S	3. 7	S	3.3	M S
Overall Mean	3. 1	M S	3. 5	S	3.1	MS	3. 2	M S	2.9	MS	3. 1	M S	3. 6	S	3.2	M S

Legend: Customer Service (C.S.) a. Employees sincerity in dealing with customers b. Friendliness and helpfulness of employees c. Honesty and approachability of employees d. Employees neatness and orderliness of doing the job e. Exhibition of accuracy and thoroughness of work f. Carefulness of work performance g. Employees' confidence and competence h. Employees' willingness in considering suggestions or criticisms from the customers i. Ability of employees to resolve system and network errors; VD Verbal Description; VS- Very Satisfied, S- Satisfied, MS-Moderately Satisfied, D-Dissatisfied, VD-Very Dissatisfied

SUMMARY OF THE CUSTOMER'S LEVEL OF SATISFACTION

Exhibited on Table 16 is the summary of the level of satisfaction of customers. As observed, customers rate all the level of satisfaction as moderately satisfied with a grand mean of 3.2. Customers rate the service fees/charges with an overall mean 3.3 as moderately satisfied. Customers are also moderately satisfied of the services offered, store layout, store location, hardware and software peripherals and customer service with an overall mean of 3.2. Service hours are also rated as moderately satisfied with an overall mean of 3.1. The manifestation shows that generally almost all internet café operators in Barangay Mangagoy



have not fully met the customers' satisfaction. However, this depends on the activities performed by the individual cafés. For instance, R & N Internet café has a satisfactory remark on the services offered, store layout, service fees and customer service all of which garner an overall mean of 3.5 unlike other internet cafés. Users/customers of E – Internet café are also satisfied of the service fees/charges with an overall mean of 3.5 and customer service with an overall mean of 3.6 also. In other words, the individual performance of the internet cafés also affects the level of satisfaction of users/customers as a whole. The findings of this study are in congruent to the idea of Knutson (1988) who disclosed that key customer satisfaction is measured by the cleanliness and comfort of the space/room, location convenience, prompt customer service, safety and security, and employees' friendly approaches. Moreover, the findings of this study are also aligned in the study Choi and Chu (2001) mentioning that staff and room qualities as well as the value enable customers' satisfaction.

Table 16. Summary of the Customer's Level of Satisfaction

Services Offered	Overall Mean	VD
a Speed of internet access	3.1	MS
b Networking and communication maintenance	3.2	MS
c Repair and trouble shooting	3.2	MS
d Knowledge about software and system analysis	3.4	MS
e Well – answered consultation	3.1	MS
f Encoding, scanning and printing	3.1	MS
Composite Mean	3.2	MS
Store Layout		
a Arrangement of monitors to the users	3.2	MS
b Ventilated room	3.2	MS
c Spacious area	3.3	MS
d Space between workstations	3.2	MS
e Aisles for the users	3.4	MS
f Walls and ceilings	3.1	MS
g Lighting	3.2	MS



h Size of workstation	3.0	MS
Composite Mean	3.2	MS
Store Location		
a Proximity of site to trading area	3.2	MS
b Accessibility for passers-by	3.1	MS
c Distance from residential centers	3.1	MS
d Accessibility of transportation	3.1	MS
e Nature of surroundings	3.2	MS
Composite Mean	3.2	MS
Service Fees / Charges		
a Reasonable pricing of internet fee per hour	3.3	MS
b Flexibility of pricing	3.3	MS
c Accuracy of electronic mode of payment	3.2	MS
Composite Mean	3.3	MS
Service Hours		
a Business hours starts promptly	3.2	MS
b Accommodation of customers' request to extend business hours	3.1	MS
Composite Mean	3.1	MS
Hardware and Software Peripherals		
a Speed of processor	3.2	MS
b Memory storage	3.1	MS
c Availability of floppy disk drives	3.3	MS
d Availability of webcams	3.2	MS
e Availability of printers	3.1	MS
f Availability of photo scanners	3.2	MS
g Availability of application software programs	3.1	MS
h Clarity of monitor screens with filters	3.2	MS
i Upgrade operating software	3.1	MS
j Automated start-up	3.2	MS



k	User-friendly	3.3	MS
l	Gentles of mouse use	3.1	MS
Composite Mean		3.2	MS
Customer Service			
a	Employees sincerity in dealing with customers	3.2	MS
b	Friendliness and helpfulness of employees	3.2	MS
c	Honesty and approachability of employees	3.2	MS
d	Employees neatness and orderliness of doing the job	3.2	MS
e	Exhibition of accuracy and thoroughness of work	3.2	MS
f	Carefulness of work performance	3.2	MS
g	Employees confidence and competence	3.2	MS
h	Employees willingness in considering suggestions or criticisms from the customers	3.3	MS
i	Ability of employees to resolve system and network errors	3.3	MS
Composite Mean		3.2	MS
Grand Mean		3.2	MS

SIGNIFICANT DIFFERENCE IN THE LEVEL OF SATISFACTION OF CUSTOMERS WHEN GROUPED ACCORDING TO DEMOGRAPHIC PROFILE AND PROBLEMS ENCOUNTERED

As illustrated in Table 17, the results of the analysis using one-way analysis of variance except for variable *sex* were tested using t-test for independent sample. In this study it is hypothesized that customer's satisfaction with regards to the services of the internet cafés would differ with respect to age, sex, civil status, religious affiliation, educational attainment, occupation, gross monthly income and even problems encountered.

Based on the results, the age, sex, civil status, religious affiliation, educational attainment, occupation and gross monthly income do not show any significant difference with regards to their level of satisfaction. It means that young and old users/customers have the same level of satisfaction of these internet stations. Both male and female users/customers share the same level of satisfaction even the single and married ones. Likewise, whether the customer is Roman Catholic, a Protestant and the like, their satisfaction to the access of internet is just



the same. It means, for instance, the issue about pornography in the internet as far as religion is concerned does not show any significant difference.

Results further reveal that whether the users are elementary or college graduate they have the same level of satisfaction. The same also with those users who are students, unemployed, employed in private and government institutions. Even the income of the users does not show significant difference. It means that these internet cafés or stations do not show any favoritism in providing services. The internet access or bandwidth does not choose whether customers have high or low income level.

Finally, in terms of the problems encountered by the internet users/customers, they have the same level of satisfaction also. What other customers' problems encountered in other internet cafés are similar also with the other internet stations, hence, they have the same feelings. Therefore, the hypothesis stating that there is a significant difference in the level of customer satisfaction of customers when grouped according to demographic profile and problems encountered is rejected.

Table 17. Significant Difference in the Level of Satisfaction of Customers When Grouped According to their Demographic Profile and Problems Encountered

Variables	Computed Value	P-value	Remarks	Decision
Age	0.224	0.952	Not significant	Reject
Sex	1.024	0.307	Not significant	Reject
Civil Status	0.058	0.982	Not significant	Reject
Religious Affiliation	0.091	0.913	Not significant	Reject
Educational Att.	0.124	0.946	Not significant	Reject
Occupation	0.175	0.951	Not significant	Reject
G.M.I	0.098	0.992	Not significant	Reject
Problems Encountered	0.657	0.684	Not significant	Reject

CONCLUSION AND RECOMMENDATION

On the basis of the results presented, several conclusions are drawn. Most of the Internet Cafés in Barangay Mangagoy are sole proprietorships. The internet industry in the locality started in 1999. There are only two Internet Service Providers available where most Internet café operators subscribe from PhilCom. Since the number of ISP's is limited, this results to a



major problem having slow server/connection, since other business sectors are also availing the subscription like private and government ones. Further, frequent power interruption is also a chief problem for the operators.

In terms of the customers' profile, most users are college students who belong to the age bracket between 16 – 20 years old. Generally, these female students are single and affiliates of Roman Catholic. Their gross monthly income comes from the family. Chat and e-mail or check mails are the two most common reasons why these users avail of the internet services.

As to problems encountered relative to Internet services, most of the internet café users/customers respond that slow access is the lingering problem when going online. Hence the bandwidth is slow and greatly hampers the speed of computer peripherals that results to constant reset of connection especially when customers go online to chat.

The level of satisfaction of internet users/customers is going towards moderate satisfaction. Customers rated all the level of satisfaction as moderately satisfied. The manifestation shows that generally almost all internet cafés in Barangay Mangagoy have not fully met the customer's level of satisfaction. However, this depends on the activities performed by the individual cafés. For instance, R & N has a satisfactory remark on the services offered, store layout, service fees and customer service unlike other cafés. Customers of E – Internet café are also satisfied in their service fees and customer service. In other words, the performance of the internet cafés also affects the level of satisfaction of customers as a whole.

Based on the results, the age, sex, civil status, religious affiliation, educational attainment, occupation and gross monthly income do not show any significant difference with regards to their level of satisfaction. Additionally, in terms of the problems encountered by the internet users/customers, there is also no significant difference. What other customers' problems encountered in other internet cafés are similar also with the other internet stations; hence, they have the same feelings. Therefore, the hypothesis stating the significant difference in the level of customer satisfaction of customers when grouped according to demographic profile and problems encountered is rejected.

Based on the foregoing findings and conclusions, recommendations are presented.



There is a need to improve the service performance of the Internet Service Providers in the locality. PhilCom management must search for better ways and match or if necessary exceed customer requirements since most of the business sectors in the locality are subscribing from them. PLDT management must also look for strategies to better serve its internet customers and attract new ones.

Since the internet users in Barangay Mangagoy are only moderately satisfied with the services rendered by the Internet Café Operators, it is recommended then that internet cafés must re-assess the services offered, store layout, store location, service fees and charges, service hours, hardware and software peripherals and the customer service they render for improvement, modification and innovation of its internet services since competition is tough despite the large number of internet users in the locality and nearby barangays.

Internet café operators must seriously take into consideration that power interruption is inevitable. Thus, an alternative power supply must take into place when power interruption occurs. As surveyed, not even one internet café had purchased such alternative power supply such as generator.

Internet café operators must also willingly accept criticisms and/or suggestions from the customers for the betterment of its internet services.

A related study must be conducted to keep an eye of the improvements of these internet cafés. Similarly, the performance of the Internet Service Providers in the locality may also be monitored if changes will have made ensuring that these ISPs must meet every customer requirement and match or exceed customer expectations.

IMPLICATIONS FOR PRACTICE

Pursuing its contribution to the theory, the results portrayed revealing practical implications as far as customer satisfaction is concerned. Customers are the building blocks in determining satisfaction especially on service-oriented business organizations. Service operators and owners have to seriously spend amount of time in sustaining competitive advantage to optimize service quality from other competitors. While these variables have no significant difference towards satisfaction, this does not mean that demographic factors and socioeconomic profiles of the respondents have no impact in measuring satisfaction itself. One potential customer may tell others the experiences gained in availing of the



services. As such, when customer likes it he or she will go after the services offered again and again because such expectations are fully met. If experiences are horrible, customers do not come back any longer. For the business owners whose primary frontline of services is the internet usage, building and maintaining trust from the customers are the core implication of this study. No study is made without such limitations. Further study needs to be investigated to explain the contribution of these variables leading to satisfaction. Future studies may examine other relationships affecting the level of customer satisfaction for longitudinal investigations.

REFERENCES

- Abdrbo, A., & Hassanein, S. (2017). Effect of internet use for health information and internet addiction on adolescents female high school' health lifestyle. *Journal of Nursing Education and Practice*, 7(12) pp. 10-19. Retrieved from [file:///C:/Users/Gaming/Downloads/11363-40824-1-PB%20\(1\).pdf](file:///C:/Users/Gaming/Downloads/11363-40824-1-PB%20(1).pdf)
- Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2), pp.12-14.
- Ekinci Y. & Sirakaya E. (2004). An Examination of the Antecedents and Consequences of Customer Satisfaction. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing.
- Fischer, Layna. (2000). *Electronic Commerce*. Malaysia: SAM Publishing.
- Go, R. O., & Hechanova, M. R. M. (2014). The Good, The Bad and the Ugly: Internet Use, Outcomes and the Role of Regulation in the Philippines. *Electronic Journal of Information Systems in Developing Countries*, vol. 63(8) pp. 1-25. Retrieved from [file:///C:/Users/Gaming/Downloads/1200-3354-1-PB1%20\(1\).pdf](file:///C:/Users/Gaming/Downloads/1200-3354-1-PB1%20(1).pdf)



Isac, F. L., & Rusu, S. (2014). THEORIES OF CONSUMER'S SATISFACTION AND THE OPERATIONALIZATION OF THE EXPECTATION DISCONFIRMATION PARADIGM. „ACADEMICA BRÂNCUȘI” PUBLISHER, No. 2 pp. 82-88. Retrieved from <https://core.ac.uk/download/pdf/27045538.pdf>.

Knutson, B. (1988). Frequent Travellers: Making them Happy and Bringing them Back. *The Cornell Hotel and Restaurant Administration Quarterly*. 29(1): pp. 83-87.

Labucay, I. D. (2014). Patterns of Internet usage in the Philippines. In J. D. James (Ed.), *The Internet and the Google age: Prospects and perils*, pp. 27-49. Retrieved from <https://research-publishing.net/publication/chapters/978-1-908416-17-9/176.pdf>.
doi: 10.14705/rpnet.2014.000176.

Levy, M., & Weitz, B. (2007). *Retailing Management* (6th edition). New York, NY: McGraw-Hill/Irwin.

Ling, G. M., Fern, Y. S., Boon, L. K., & Huat, T. S. (2016). Understanding Customer Satisfaction of Internet Banking: A Case Study In Malacca. *Procedia Economics and Finance*, vol. 37, pp. 80-85. Retrieved from https://ac.els-cdn.com/S221256711630096X/1-s2.0-S221256711630096X-main.pdf?_tid=21a50bb4-c9b2-4db2-8a41-b4f33f55f948&acdnat=1530099309_75a5d9735b13560cb00519d5095abdb8

Mburu, P. N. (2014). Demographic Statistics, Customer Satisfaction and Retention: The Kenyan Banking Industry. *Journal of Business and Economics*, 5(11) pp. 2015-2118. Retrieved from <https://pdfs.semanticscholar.org/27df/e69b954ce118f9d78447d0c3eebf9f94ac6.pdf>

Mojares, E. K. B. (2014). Customer Satisfaction and Loyalty Among Internet Banking Users of Philippine National Bank in Batangas City. *Asia Pacific Journal of Multidisciplinary Research*, vol. 2(2) pp. 41-48. Retrieved from



http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=4&ved=0ahUK-EwiPopfJ-evbAhWB7WEKHeWoAAIQFgg_MAM&url=http%3A%2F%2Fresearch.lpubatangas.edu.ph%2Fwp-content%2Fuploads%2F2014%2F10%2FAPJMR-Customer-Satisfaction-and-Loyalty-Among-Internet-Banking-Users.pdf&usg=AOvVaw2xuuYuLRkhGSy294KMybk2

Ngai, E. W. T., Moon, K. K., Lam, S. S., Chin, E. S. K., & Tao, S. S. C. (2016). Social media models, technologies, and applications: An academic review and case study. *Industrial Management and Data Systems*, vol. 115(5), pp. 769-802. Retrieved from http://www.polyu.edu.hk/edc/tdg/userfiles/file/422D_paper.pdf

Omar, M. S., Ariffin, H. F., & Ahmad, R. (2016). Service quality, customers' satisfaction and the moderating effects of gender: A study of Arabic restaurants. *Procedia Social and Behavioral Sciences*, vol. 224(2016), pp. 384-392. Retrieved from https://ac.els-cdn.com/S1877042816304748/1-s2.0-S1877042816304748-main.pdf?_tid=d9a7d40e-a49c-4ded-9e47-edb238cccac7&acdnat=1529934443_0e3624342a8e1699d2287528848ff56c

Peter, J. P., & Donnelly Jr., J. H. (2013). *Marketing Management: Knowledge and Skills* (11th edition). New York, NY: McGraw-Hill/Irwin.

Sawyer, S. C. (2001). *Using Information Technology*. 4th ed. New York: McGraw Hill.

Serin, E., Balkan, M. O., & Dogan, H. (2013). THE EFFECTS OF DEMOGRAPHIC FACTORS ON PERCEIVED CUSTOMER SATISFACTION BETWEEN PUBLIC AND PRIVATE BANKS: TURKEY EXAMPLE. *International Journal of Information Technology and Business Management*, vol 22(1) pp. 1-7. Retrieved from <https://www.jitbm.com/22%20volume/1%20customer%20satisfaction.pdf>

Smith, Rob et. al. (2000). *e – Commerce*. USA: Que.



Subido, L. K. (2017). Growing 27% in 2016, PH Now Has 60 Million Internet Users. Retrieved <https://www.entrepreneur.com.ph/news-and-events/ph-now-has-60-million-internet-users-growing-27-in-2016-a36-20170124>.