

**John B. Lacson Foundation Maritime University-Molo, Inc.
College of Business
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CUSTOMER SATISFACTION FOR MEMPCO CANTEEN OF JBLFMU-MOLO, INC.

A Research Paper Presented to the
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Abstract

The study was conducted primarily to determine the customers' satisfaction for MEMPCO canteen of JBLFMU-Molo. With the use of stratified quota sampling, 100 respondents were requested to rate the MEMPCO canteen in terms of food, services/personnel and location/environment. The respondents were composed of the following types of customers: 20 Junior High School Students, 20 Senior High School Students, 20 College Students, 20 Staff/Faculty Members and 20 Walk-in Customers. This investigation employed the descriptive method of research. Results showed, that generally, the customers were "satisfied" in terms of food, services/personnel, and location/environment of the MEMPCO canteen of JBLFMU-Molo when taken as an entire group and when classified according to sex and type of customers.