

Service Quality of Distributors, Preference and Satisfaction of Customers

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ABSTRACT

This study determined the service quality of distributors and its relationship to consumers' preferences and customers' satisfaction regarding premium oil products in the identified study area during the research period. Using a descriptive research design, the study involved customers who had experience purchasing or using premium oil products from selected distributors. Data were gathered through a structured questionnaire that assessed distributors' service quality in terms of tangibility, reliability, responsiveness, assurance, and empathy; consumers' preferences in terms of product quality, price, promise, and differentiation; and customers' satisfaction in terms of product quality, product value, and overall satisfaction. Findings revealed that customers generally perceived distributors' service quality favorably. Consumers likewise demonstrated favorable preferences toward premium oil products and positive levels of satisfaction. The findings further indicated meaningful relationships among distributor service quality, consumers' preferences, and customers' satisfaction, suggesting that quality distributor services can influence customers' product choices and overall experiences. The study highlights the importance of maintaining reliable, responsive, assuring, empathetic, and well-presented distributor services to strengthen customer preference and satisfaction. Overall, the findings emphasize the need for distributors to continuously improve their service delivery and customer-oriented practices to sustain positive customer relationships.

Keywords: Distributor Service Quality; Consumer Preferences; Customer Satisfaction; Premium Oil Products; Customer-Oriented Service

INTRODUCTION

Service quality is an important factor influencing customer preference and satisfaction, particularly in the competitive cooking oil industry where reliability, responsiveness, product availability, and timely distribution are essential. The global cooking oil market continues to grow due to changing lifestyles, health awareness, and increasing food industry demand. Mordor Intelligence (2026) projects the market to exceed USD 378 billion by 2031. Ali et al. (2021) emphasized that service quality contributes to customer satisfaction and organizational performance, while Lovelock and Wirtz (2021) highlighted reliability and responsiveness as essential elements of effective service delivery.

International studies show that customer preference for edible oil products is influenced by health, product quality, income, availability, and price. Arya et al. (2021) found that health considerations and product quality influence consumer preference in India, while Ullah et al. (2023) reported that health awareness, income, and product availability affect consumer choices in Pakistan. In the Philippines, efficient distribution networks and after-sales service are also important in maintaining customer satisfaction and market presence (Ken Research, 2025). Customers therefore consider not only product quality but also the reliability and efficiency of distributors.

Despite existing studies on edible oil consumption, limited research has examined the relationship between distributor service quality, customer preference, and customer satisfaction, particularly for premium oil products in the Philippine context. Most previous studies have focused on product attributes, price, and consumer awareness rather than service-related factors such as reliability, responsiveness, and assurance. This study aims to address this gap by examining how distributor service quality influences customer preference and satisfaction. The findings may provide practical insights for improving service delivery, strengthening customer loyalty, and enhancing competitiveness in the premium edible oil industry.

METHODOLOGY

This study employed a descriptive research design to determine the service quality of distributors and examine its relationship with consumers' preference and satisfaction regarding premium oil products. The respondents consisted of customers who purchased or used premium oil products from selected distributors in the identified study area. Because no official record was available to establish the exact customer population, it was treated as unknown or indefinite. A total of 200 customers were included in the study, which the researcher considered adequate for examining service quality, consumer preference, and customer satisfaction. Non-probability quota sampling was used to identify the respondents based on the principal criterion that they had actual experience purchasing or using premium oil products from the selected distributors.

Data were collected using a structured questionnaire adapted and modified from existing instruments to align with the objectives of the study. The questionnaire consisted of three parts. Part I assessed distributor service quality using selected SERVQUAL dimensions and a five-point Likert scale from 5 (Strongly Agree) to 1 (Strongly Disagree). Part II measured consumer preference in terms of product quality, price, promise, and differentiation using a five-point scale from 5 (Very True) to 1 (Not at All True). Part III assessed customer satisfaction based on product and distributor-service experiences, including expectations, quality, value for money, service experience, and continued usage, using a five-point Likert scale from 5 (Strongly Agree) to 1 (Strongly Disagree). The instruments were adapted from the sources identified in the study. The adapted questionnaire underwent content validation and reliability testing. The validity assessment produced a value of 1.00 across all variables, indicating strong content validity and the essentiality of the questionnaire items. For reliability testing, 30 customers who were excluded from the actual sample participated in the pilot administration. The resulting reliability coefficients were 0.977 for service quality, 0.921 for consumer preference, and 0.972 for customer satisfaction, all interpreted in the study as demonstrating very strong reliability.

The researcher first secured approval from the Graduate School for the use of the survey instrument. Qualified respondents were then informed about the study's purpose, voluntary participation, and confidentiality of their responses. The questionnaires were personally distributed to eligible customers, with the researcher providing clarification when necessary. After completion, the questionnaires were retrieved and checked for completeness. The collected responses were subsequently encoded, organized, and prepared for statistical analysis to determine the levels and relationships among distributor service quality, consumer preference, and customer satisfaction.

The collected data were tallied, tabulated, analyzed, and interpreted using appropriate statistical procedures. Mean and standard deviation were used to determine the levels of distributor service quality, consumer preference, and customer satisfaction, including their respective dimensions. Spearman's rank-order correlation coefficient (Spearman's rho) was employed to determine the significance of the relationships between service quality and consumer preference, service quality and customer satisfaction, and consumer preference and customer satisfaction. The relationships were evaluated using the corresponding correlation coefficients and p-values.

RESULTS AND DISCUSSIONS

Level of Service Quality of Distributor

Table 1. Level of Service Quality of Manufacturing Branded Oil when taken as a Whole and when grouped according to Tangible, Reliability, Responsiveness, Assurance, And Empathy.

Statements	Mean	SD	Interpretation
Tangibles	4.05	0.56	Impressive Service
The store facilities are clean and organized.	4.27	0.73	Excellent Service
The store has adequate seating and dining areas.	3.89	0.84	Impressive Service
Oil displays are attractive and well-arranged.	3.85	0.80	Impressive Service
Company personnel maintain proper grooming and appearance.	4.14	0.80	Impressive Service
Equipment and other accessories are in good condition.	4.12	0.84	Impressive Service
Reliability	4.16	0.61	Impressive Service
Oil items are consistently available during operating hours.	3.97	0.76	Impressive Service
Orders are delivered and sold accurately.	4.24	0.76	Excellent Service
The quality of oil remains consistent.	4.01	0.85	Impressive Service
The store follows its posted operating schedule.	4.32	0.70	Excellent Service
Services are delivered as promised.	4.26	0.88	Excellent Service
Responsiveness	3.99	0.70	Impressive Service
Company personnel provide prompt service.	4.11	0.76	Impressive Service
Customer concerns are addressed immediately.	3.91	0.86	Impressive Service
Waiting time is reasonable.	3.97	0.84	Impressive Service
Personnel willingly to assist customers.	4.03	0.93	Impressive Service
Service remains efficient during peak hours.	3.94	0.94	Impressive Service

Assurance	4.11	0.57	Impressive Service
Company personnel observe proper food safety practices.	4.19	0.80	Impressive Service
Customers feel confident about food quality and safety.	4.15	0.75	Impressive Service
Personnel demonstrate competence in serving customers.	3.99	0.73	Impressive Service
Personnel are courteous and respectful.	4.17	0.75	Impressive Service
Customers trust the canteen's products and services.	4.07	0.73	Impressive Service
Empathy	4.04	0.61	Impressive Service
Personnel understand customers' needs.	4.25	0.69	Excellent Service
Customers are treated fairly and respectfully.	4.30	0.76	Excellent Service
Personnel listen to customer suggestions.	3.86	0.86	Impressive Service
The canteen provides personalized attention when needed.	3.88	0.83	Impressive Service
Personnel demonstrate concern for customer welfare.	3.93	0.92	Impressive Service
Service Quality As a whole	4.07	0.52	Impressive Service

Legend: (4.21 – 5.00)-Excellent Service; (3.41 – 4.20)-Impressive Service; (2.61 – 3.40)-Good Service; (1.81 – 2.60)-Bad Service; (1.00 – 1.80)-Very Bad Service

Table 1 presents the level of service quality of distributors. Among the five dimensions, Reliability obtained the highest mean ($M = 4.16$, $SD = 0.61$), followed by Assurance ($M = 4.11$, $SD = 0.57$), Tangibles ($M = 4.05$, $SD = 0.56$), Empathy ($M = 4.04$, $SD = 0.61$), and Responsiveness ($M = 3.99$, $SD = 0.70$). These results indicate that customers particularly valued the distributors' consistency, accuracy, and ability to deliver services as promised.

Under Tangibles, the highest-rated indicator was that the store facilities were clean and organized ($M = 4.27$, $SD = 0.73$), interpreted as Excellent Service. This was followed by proper grooming and appearance of company personnel ($M = 4.14$, $SD = 0.80$) and equipment and accessories being in good condition ($M = 4.12$, $SD = 0.84$), both interpreted as Impressive Service. For Reliability, the highest ratings were observed in following the posted operating schedule ($M = 4.32$, $SD = 0.70$), delivering and selling orders accurately ($M = 4.24$, $SD = 0.76$), and delivering services as promised ($M = 4.26$, $SD = 0.88$), with the first, second, and third indicators interpreted as Excellent Service.

For Responsiveness, the highest mean was obtained for providing prompt service ($M = 4.11$, $SD = 0.76$), while service efficiency during peak hours received the lowest rating within the dimension ($M = 3.94$, $SD = 0.94$). Nevertheless, all indicators under responsiveness were interpreted as Impressive Service. Similarly, Assurance received consistently positive ratings, with proper food safety practices obtaining the highest mean ($M = 4.19$, $SD = 0.80$), followed by personnel being courteous and respectful ($M = 4.17$, $SD = 0.75$). Under Empathy,

customers rated fair and respectful treatment highest ($M = 4.30$, $SD = 0.76$), followed by personnel's understanding of customers' needs ($M = 4.25$, $SD = 0.69$), both interpreted as Excellent Service. However, listening to customer suggestions ($M = 3.86$, $SD = 0.86$) and providing personalized attention when needed ($M = 3.88$, $SD = 0.83$) received comparatively lower ratings. The overall service quality was rated Impressive Service ($M = 4.07$, $SD = 0.52$), indicating that customers generally perceived the distributors as providing high-quality and dependable services.

The findings suggest that the distributors have established a strong level of service quality, particularly in reliability and assurance. Customers appear to place considerable value on accurate order fulfillment, adherence to operating schedules, consistent service delivery, and courteous treatment. This finding is consistent with Zygiaris et al. (2022), who found that the SERVQUAL dimensions of reliability, assurance, responsiveness, tangibles, and empathy contribute significantly to customer satisfaction and positive service evaluations. Similarly, Abdulrab and Hezam (2024) emphasized the importance of these service quality dimensions in shaping customers' perceptions and satisfaction. Despite the generally positive evaluation, the relatively lower ratings for listening to customer suggestions, personalized attention, and service efficiency during peak hours indicate areas for improvement. Strengthening customer feedback mechanisms, employee responsiveness, and personalized service may further improve the distributors' service quality and enhance customer satisfaction and retention.

Level of Preference of Consumers

Table 2. Level Of Preference of Consumers when taken as a Whole and when grouped according to Product Quality, Price, Promise, and Differentiation.

Statements	Mean	SD	Interpretation
Product Quality	3.56	0.53	Highly Preferred
I think premium oil sold in the market is of premium quality.	3.60	0.81	Highly Preferred
These products are harmless to use.	3.46	0.88	Highly Preferred
Available products can fulfill expectations.	3.70	0.77	Highly Preferred
I experienced zero defect from open market premium oil.	3.47	0.91	Highly Preferred
Price	3.56	0.65	Highly Preferred
The price of premium oil in the market is reasonable.	3.72	0.93	Highly Preferred
Branded items' prices match the quality level.	3.80	0.85	Highly Preferred
I am highly cost-sensitive, but still I purchase packed & branded items.	3.43	0.97	Highly Preferred
Pricing of branded products never discourages me from purchasing them.	3.28	1.04	Moderately Preferred
Promise	3.62	0.58	Highly Preferred

Branded companies make meaningful promises.	3.43	0.82	Highly Preferred
I experience no mismatch between promise and performance of branded companies.	3.54	0.95	Highly Preferred
Branding creates positive associations and images.	3.96	0.80	Highly Preferred
Branded products consistently deliver what they promise in their advertisements.	3.57	0.91	Highly Preferred
Differentiation	3.35	0.80	Moderately Preferred
Premium oil is better than common oil.	3.35	0.95	Moderately Preferred
Premium oil provides more health benefits than common oil.	3.62	0.96	Highly Preferred
Table 2 continuation...			
I can easily get premium oil near my home.	3.19	1.12	Moderately Preferred
Premium oil adds color and flavor along with sweetness.	3.22	1.02	Moderately Preferred
Preference As a whole	3.52	0.47	Highly Preferred

Legend: (4.21 – 5.00)-Extremely Preferred; (3.41 – 4.20)-Highly Preferred; (2.61 – 3.40)-Moderately Preferred; (1.81 – 2.60)-Unlikely Preferred; (1.00 – 1.80)-Mostly Not Preferred

Table 2 presents the level of consumer preference for branded premium oil across four dimensions: Promise, Product Quality, Price, and Differentiation. Promise obtained the highest mean ($M = 3.62$, $SD = 0.58$), followed by Product Quality ($M = 3.56$, $SD = 0.53$) and Price ($M = 3.56$, $SD = 0.65$), all interpreted as Highly Preferred. In contrast, Differentiation obtained the lowest mean ($M = 3.35$, $SD = 0.80$), interpreted as Moderately Preferred. These results indicate that consumers particularly value brands that fulfill their promises, provide satisfactory product quality, and offer acceptable prices.

Among the indicators, “Branding creates positive associations and images” received the highest mean ($M = 3.96$, $SD = 0.80$), indicating that consumers associate branded premium oil with favorable brand perceptions. Meanwhile, “I can easily get premium oil near my home” received a relatively low mean ($M = 3.19$, $SD = 1.12$), suggesting that product accessibility may remain a concern. The findings indicate that while consumers generally demonstrate favorable preferences toward branded premium oil, improvements in product availability and differentiation may further strengthen their purchasing preference.

Overall, the level of consumer preference for branded premium oil was Highly Preferred ($M = 3.52$, $SD = 0.47$). This indicates that consumers generally have a favorable preference for branded premium oil, particularly because of its perceived ability to fulfill brand promises, provide quality products, and offer acceptable prices.

The findings imply that branded premium oil manufacturers and distributors should continue strengthening their brand image and consistently deliver the quality and benefits promised to consumers. The high rating for Promise suggests that consumers value brands that meet their expectations and provide dependable product performance. This finding is consistent with Zygiaris et al. (2022), who emphasized that perceptions of quality, reliability, and trustworthiness influence customer evaluations and purchasing-related decisions. However, the moderate rating for Differentiation suggests that consumers may not strongly perceive branded premium oil as substantially different from competing products. Thus, manufacturers may improve brand positioning by communicating unique product benefits more clearly while expanding distribution channels to improve accessibility.

Level of Satisfaction of Consumers

Table 3. Level of Satisfaction of Consumers when taken as a Whole and when grouped according to Product Quality, Product Value, and Overall Satisfaction.

Statements	Mean	SD	Interpretation
Product Quality	3.99	0.58	Highly Satisfied
The product performs as expected.	4.06	0.66	Highly Satisfied
The product is reliable.	3.95	0.72	Highly Satisfied
The product is of high quality.	3.97	0.71	Highly Satisfied
The product meets my needs.	3.99	0.81	Highly Satisfied
I am satisfied with the quality of this product.	3.97	0.73	Highly Satisfied
Product Value	3.96	0.59	Highly Satisfied
The product is worth its price.	4.02	0.71	Highly Satisfied
The product provides good value for money.	3.96	0.75	Highly Satisfied
The benefits of the product justify its cost.	3.88	0.72	Highly Satisfied
Compared with similar products, this product offers good value.	3.99	0.71	Highly Satisfied
I am satisfied with the value I receive from this product.	3.93	0.72	Highly Satisfied
Overall Satisfaction	3.92	0.57	Highly Satisfied
Overall, I am satisfied with this product.	4.04	0.74	Highly Satisfied
My experience with this product has been positive.	4.06	0.73	Highly Satisfied
This product meets my expectations.	3.85	0.67	Highly Satisfied
I would purchase this product again.	3.73	0.71	Highly Satisfied
I would recommend this product to others.	3.94	0.74	Highly Satisfied
Satisfaction As a Whole	3.95	0.53	Highly Satisfied

Legend: (4.21 – 5.00)-Extremely Satisfied; (3.41 – 4.20)-Highly Satisfied; (2.61 – 3.40)-Moderately Satisfied;

(1.81 – 2.60)-Unlikely Satisfied; (1.00 – 1.80)-Mostly Not Satisfied

Table 3 presents the level of consumer satisfaction with branded premium oil products. Among the dimensions assessed, Product Quality obtained the highest mean ($M = 3.99$, $SD = 0.58$), followed by Product Value ($M = 3.96$, $SD = 0.59$) and Overall Satisfaction ($M = 3.92$, $SD = 0.57$), all interpreted as Highly Satisfied. The results indicate that consumers particularly value the quality, performance, and value provided by branded premium oil products. The highest-rated indicators were “The product performs as expected” ($M = 4.06$, $SD = 0.66$) and “My experience with this product has been positive” ($M = 4.06$, $SD = 0.73$), suggesting that the products generally meet consumer expectations. Likewise, consumers rated the product as worth its price ($M = 4.02$, $SD = 0.71$) and providing good value compared with comparable products ($M = 3.99$, $SD = 0.71$).

Overall, consumers were Highly Satisfied with branded premium oil products ($M = 3.95$, $SD = 0.53$). This indicates that the products generally provide satisfactory quality, value, and overall experiences that meet consumers’ expectations. The findings reinforce the importance of sustaining product quality and value to maintain satisfaction and encourage continued purchasing and recommendation behavior.

The findings imply that maintaining consistent product quality and providing good value for money are important in sustaining consumer satisfaction and encouraging continued patronage. The high ratings for product performance, reliability, and value suggest that branded premium oil products have generally met consumer expectations. This finding is consistent with Bhowmick and Seetharaman (2023), who emphasized that product quality is an important determinant of customer satisfaction and loyalty. Similarly, Mittal et al. (2023) noted that satisfied customers are more likely to demonstrate loyalty, engage in positive word-of-mouth, and continue purchasing from the same brand. The relatively high rating for willingness to recommend the product ($M = 3.94$) further indicates the potential for positive word-of-mouth promotion. However, “I would purchase this product again” received the lowest mean among the satisfaction indicators ($M = 3.73$), although it remained within the Highly Satisfied interpretation. This suggests that while repurchase intentions are favorable, they may still be strengthened through consistent quality, competitive value, and positive customer experiences.

Relationship Between the Level of Service Quality and Consumers’ Preference

Table 4. Relationship between the Level of Service Quality of distributors and Level of Preference of Consumers

Variable	Test Statistics (r_s)	p-value	Decision for H_0	Interpretation
Level of Service Quality vs.	0.441**	<0.001	Reject H_0	Significant
Level of Preference				

Table 4 presents the relationship between the level of service quality and the level of consumer preference for branded premium oil products. The results revealed a significant relationship between the two variables ($r_s = 0.441$, $p < 0.001$), leading to the rejection of the null hypothesis. This indicates that higher perceptions of service quality are associated with higher levels of consumer preference. In other words, consumers who perceive better service quality in terms of tangibles, reliability, responsiveness, assurance, and empathy are more likely to prefer branded premium oil products. The significant relationship suggests that service quality plays an important role in shaping consumers’ attitudes and preferences toward a brand.

The findings implied that improving service quality can be an effective strategy for increasing consumers’ preference for branded premium oil products. Since the relationship is positive and statistically significant, businesses that consistently provide reliable service, prompt customer assistance, professional personnel, and appealing physical facilities are more likely to strengthen customer preference for their products. This supports the view of Šakinytė (2024), who noted that the SERVQUAL dimensions serve as essential drivers of favorable customer evaluations and competitive advantage. Moreover, excellent service experiences help create positive brand perceptions, which influence consumers’ product preferences and future purchasing decisions. According to Zygiaris et al. (2022), customer-oriented service practices such as responsiveness, empathy, and reliability

contribute significantly to positive customer attitudes and satisfaction, which often translate into stronger brand preference. Therefore, managers of branded premium oil businesses should continue enhancing service delivery standards, employee training, and customer engagement initiatives to strengthen consumer preference and maintain competitiveness in the market.

Relationship between the Level of Service Quality of Distributors and the Level of Satisfaction of Consumers

Table 5. Relationship between the Level of Service Quality of Distributors and the Level of Satisfaction of Consumers.

Variable	Test Statistics (r_s)	p-value	Decision for H_0	Interpretation
Level of Service Quality vs.	0.384**	<0.001	Reject H_0	Significant
Level of Satisfaction				

Table 5 shows the relationship between the level of service quality and the level of consumer satisfaction. The results indicate a significant relationship between the two variables ($r_s = 0.384$, $p < 0.001$). Since the p-value is less than the 0.05 level of significance, the null hypothesis was rejected. This finding suggests that consumers who perceive higher levels of service quality tend to report higher levels of satisfaction with branded premium oil products. Although the correlation is moderate, it demonstrates that improvements in service quality are associated with corresponding increases in customer satisfaction.

The significant relationship between service quality and customer satisfaction implies that businesses can enhance consumer satisfaction by continuously improving the quality of services they provide. When customers experience reliable service, prompt assistance, professional employee behavior, and a customer-oriented environment, they are more likely to develop favorable evaluations of the product and the company. This finding is supported by Mittal et al. (2023), who reported that customer satisfaction contributes to customer retention, positive word-of-mouth, and long-term business performance. Furthermore, Šakinytė (2024) noted that effective implementation of the SERVQUAL dimensions strengthens customer perceptions of service excellence, which in turn enhances satisfaction and loyalty. The results therefore suggest that managers of branded premium oil businesses should prioritize service improvement initiatives, such as employee training, customer relationship management, and service process enhancement. By maintaining high standards of service quality, firms can increase customer satisfaction, encourage repeat purchases, and establish stronger long-term relationships with consumers. Additionally, Bhowmick and Seetharaman (2023) highlighted that positive customer experiences resulting from quality offerings contribute significantly to satisfaction and future loyalty intentions.

Relationship Between the Level of Preference of Consumers and the Level of Satisfaction

Table 6. Relationship between the Level of Preference of consumers and the Level of Satisfaction.

Variable	Test Statistics (r_s)	p-value	Decision for H_0	Interpretation
Level of Preference	0.357**	<0.001	Reject H_0	Significant
vs. Level of Satisfaction				

Table 6 presents the relationship between the level of consumer preference and the level of consumer satisfaction for branded premium oil products. The results revealed a significant relationship between preference and satisfaction ($r_s = 0.357$, $p < 0.001$). Consequently, the null hypothesis was rejected. This finding indicates that consumers who exhibit a higher preference for branded premium oil products also tend to report higher levels of satisfaction. Although the relationship is moderate, it suggests that preference and satisfaction are

closely linked, with consumers' favorable perceptions of product quality, pricing, brand promise, and differentiation contributing to their overall satisfaction.

The findings implied that strengthening consumer preference can contribute significantly to enhancing customer satisfaction. When consumers perceive branded premium oil products as high-quality, valuable, trustworthy, and capable of fulfilling their expectations, they are more likely to experience satisfaction after purchase and use. This supports the findings of Bhowmick and Seetharaman (2023), who highlighted that product quality and positive consumer perceptions play a crucial role in shaping customer satisfaction and loyalty. Likewise, Selvia et al. (2024) reported that product quality positively influences customer satisfaction, which subsequently affects repurchase intentions, emphasizing the importance of maintaining favorable consumer evaluations. Furthermore, research by Savastano et al. (2024) demonstrated that positive customer experiences and perceived value contribute to both customer satisfaction and future purchasing intentions. Therefore, manufacturers and marketers of branded premium oil products should focus on strengthening brand image, maintaining product quality, ensuring value for money, and communicating unique product benefits effectively. These initiatives can enhance consumer preference, leading to higher satisfaction levels, increased customer loyalty, and a greater likelihood of repeat purchases and positive word-of-mouth recommendations.

CONCLUSIONS

Based on the findings of the study, the following conclusions were drawn:

Manufacturing branded oil businesses provide a generally high level of service quality, particularly in terms of reliability, assurance, and customer-oriented service practices, resulting in an overall rating of impressive service.

Consumers demonstrate a strong preference for branded premium oil products, primarily influenced by the products' quality, pricing, and the credibility of brand promises.

Consumers are highly satisfied with branded premium oil products because they perceive these products to be reliable, high in quality, and worth their price.

Service quality significantly influences consumer preference. As the quality of service improves, consumers develop stronger preferences for branded premium oil products.

Service quality significantly influences consumer satisfaction. Consumers who perceive better service quality tend to be more satisfied with the products and services offered.

Consumer preference significantly influences consumer satisfaction. The stronger the consumers' preference for branded premium oil products, the higher their level of satisfaction.

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