

Service Quality and Customer Satisfaction of Hollow Blocks Business: Basis for Improvement

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ABSTRACT

This study examined the relationship between service quality and customer satisfaction in a hollow blocks business and explored how these variables differed according to customers' age, sex, type of customer, and frequency of purchase. A quantitative descriptive-correlational research design was employed, with survey questionnaires administered to 100 customers. The findings revealed that both service quality and customer satisfaction were rated very high, indicating that the business consistently met customer expectations in terms of reliability, responsiveness, assurance, empathy, tangibles, product quality, delivery, pricing, and overall service. No significant differences were found when respondents were grouped according to age, sex, and frequency of purchase. However, significant differences emerged based on the type of customer, suggesting that contractors, resellers, and individual buyers differ in their service expectations and overall satisfaction. Moreover, statistically significant relationship was found between service quality and customer satisfaction, indicating that better service quality contributes to higher customer satisfaction. The study recommends maintaining excellent service standards while developing customer-specific strategies to further improve business performance and strengthen long-term customer relationships.

Keywords: Service Quality, Customer Satisfaction, Hollow Blocks Business, Customer Expectations, Customer Type, Customer Relationship.

INTRODUCTION

In the global business environment, customer satisfaction and service quality have become central considerations for organizations seeking to remain competitive and sustainable. Businesses across industries now recognize that delivering quality products alone is not enough; the manner in which services are provided plays an equally important role in shaping customer perceptions. Studies suggest that when customers feel that their expectations are consistently met or exceeded, they are more likely to develop loyalty and continue supporting a business. As a result, customer satisfaction and service quality are often viewed as key drivers of long-term performance and growth in both large corporations and small enterprises (Mittal et al., 2023).

From a broader perspective, service quality is widely understood as a multidimensional construct that influences how customers evaluate their overall experience. The commonly accepted dimensions—reliability, responsiveness, assurance, empathy, and tangibility—provide a useful framework for assessing how businesses meet customer expectations. Research across different countries shows that improvements in these dimensions often lead to higher levels of customer satisfaction, which in turn contribute to stronger customer relationships and better financial outcomes (Kasiri et al., 2020). This relationship highlights the growing importance of service-oriented approaches even in industries traditionally focused on product delivery.

In the Philippine context, small and medium enterprises (SMEs) play a vital role in economic development, particularly in providing employment and supporting local industries. However, many small businesses still operate with limited resources and informal systems, which can affect the consistency of their service delivery. Studies conducted within the country indicate that while customers value affordability, they also place increasing

importance on reliability, communication, and overall service experience. Businesses that are able to balance product quality with effective service practices tend to perform better and maintain stronger customer relationships (Brucal et al., 2022).

Despite the extensive body of literature examining the relationship between service quality and customer satisfaction, the majority of previous investigations have concentrated on service-oriented industries such as hospitality, banking, healthcare, retail, and electronic commerce. Comparatively fewer studies have explored these constructs within small-scale manufacturing enterprises, particularly those engaged in the production and distribution of construction materials such as hollow blocks. Existing studies primarily emphasize customer satisfaction in relation to product quality or pricing, while limited attention has been given to the combined influence of the multidimensional aspects of service quality on customer satisfaction within this business setting. Moreover, demographic characteristics of customers, including age, sex, type of customer, and frequency of purchase, remain underexplored as variables that may influence customers' perceptions of service quality and satisfaction. These gaps restrict the applicability of existing findings to local manufacturing enterprises and highlight the need for further empirical investigation (Abdulrab & Hezam, 2024; Singh et al., 2023).

Furthermore, little empirical evidence is available regarding hollow block businesses operating in local communities in Negros Occidental, where customer relationships, delivery efficiency, and service practices substantially influence business sustainability. Most available studies have been conducted in urban service industries or large manufacturing firms, leaving small and medium enterprises insufficiently represented in the literature. Consequently, there remains a need to examine how service quality dimensions relate to customer satisfaction within the context of locally operated hollow block businesses. Addressing this gap will provide context-specific evidence that may serve as a basis for improving service delivery, strengthening customer relationships, and enhancing business performance. Ultimately, the findings are expected to contribute both to the existing body of knowledge and to the development of practical strategies for continuous business improvement (Tedja et al., 2024; Mittal et al., 2023).

METHODOLOGY

The study employed a quantitative descriptive-correlational research design to examine the service quality and customer satisfaction of a hollow blocks business and determine whether these variables differed according to selected customer characteristics. The respondents were 100 buyers, resellers, and contractors from one of the cities in Negros Occidental. Purposive quota sampling was used to select respondents who met the criteria relevant to the study. A researcher-made questionnaire was utilized as the primary data-gathering instrument. It consisted of three parts: the respondents' demographic profile in terms of age, sex, type of customer, and frequency of purchase; service quality based on the SERVQUAL dimensions of reliability, responsiveness, assurance, empathy, and tangibles; and customer satisfaction in terms of product, service, delivery, price, and overall satisfaction. Responses were measured using a five-point Likert scale.

The instrument underwent content validation by five experts, and the Content Validity Ratio (CVR) yielded an overall value of 1.00. A pilot test involving 30 customers with characteristics similar to the actual respondents was conducted, resulting in a Cronbach's alpha coefficient of 0.954, indicating excellent internal consistency. Prior to data collection, permission was secured from the concerned business owners or managers. The researcher personally administered and retrieved the questionnaires after informing respondents of the study's purpose and assuring confidentiality and voluntary participation. The collected data were checked, encoded, tabulated, and analyzed using appropriate statistical procedures.

Frequency and percentage were used to describe the respondents' demographic profiles, while mean was used to determine the levels of service quality and customer satisfaction. The Mann–Whitney U test was employed to determine significant differences between two groups, while the Kruskal–Wallis H test was used for comparisons involving more than two groups. Spearman's rank-order correlation coefficient was utilized to determine the significant relationship between service quality and customer satisfaction. All inferential tests were evaluated at the 0.05 level of significance.

RESULTS AND DISCUSSIONS

Demographic Profile of the Respondents

Table 1. Frequency and Percentage Distribution of the Respondents According to Profile.

Profile	Category	f	%
Sex			
	Male	8	8.00
	Female	92	92.00
	Total	100	100.00
Age			
	20 years old and below	2	2.00
	21-30 years old	35	35.00
	31-40 years old	54	54.00
	41-50 years old	7	7.00
	51 years old and above	2	2.00
	Total	100	100.00
Type of Customer			
	Contractor	5	5.00
	Reseller	1	1.00
	Individual Buyer	94	94.00
	Total	100	100.00
Frequency of Purchase			
	Weekly	1	1.00
	Monthly	1	1.00
	Occasionally	98	98.00
	Total	100	100.00

Table 1 presents the demographic profile of the 100 respondents in terms of sex, age, type of customer, and frequency of purchase. In terms of sex, the majority of the respondents are female, with 92 respondents ($f = 92$, 92.00%), while only 8 respondents ($f = 8$, 8.00%) are male. This indicates that females comprise the primary customer base of the business. The finding suggests that women may be more actively involved in purchasing decisions or are more attracted to the products and services offered. Understanding this demographic characteristic can help the business develop marketing strategies and product offerings that align with the preferences of female consumers.

This result is consistent with studies showing that women continue to exert substantial influence over consumer purchasing decisions across various product categories (NielsenIQ, 2023).

Concerning age, the largest group of respondents belongs to the 31–40 years old category, consisting of 54 respondents ($f = 54$, 54.00%), followed by those aged 21–30 years old with 35 respondents ($f = 35$, 35.00%). Meanwhile, 7 respondents ($f = 7$, 7.00%) are within the 41–50 years old age bracket, while respondents aged 20 years old and below ($f = 2$, 2.00%) and 51 years old and above ($f = 2$, 2.00%) represent the smallest groups. This distribution indicates that the business primarily caters to young and middle-aged adults who are generally financially independent and have greater purchasing capacity. Such consumers are often more engaged in product evaluation and purchasing activities, making them a significant market segment for many businesses.

Recent studies have shown that individuals within this age range account for a substantial portion of consumer spending and purchasing decisions (Statista Research Department, 2023).

In terms of type of customer, the overwhelming majority are individual buyers, comprising 94 respondents ($f = 94$, 94.00%). In contrast, contractors account for 5 respondents ($f = 5$, 5.00%), while resellers represent only 1 respondent ($f = 1$, 1.00%). This finding suggests that the business primarily serves end-users rather than

commercial purchasers or intermediaries. The dominance of individual buyers highlights the importance of customer satisfaction, product quality, and personalized service in influencing purchasing decisions. It also implies that maintaining positive customer experiences may contribute significantly to customer loyalty and repeat patronage.

According to Kotler et al. (2021), businesses that focus on meeting the needs and expectations of individual consumers are more likely to sustain long-term customer relationships.

Looking at the frequency of purchase, nearly all respondents reported purchasing occasionally, with 98 respondents ($f = 98$, 98.00%). Only 1 respondent ($f = 1$, 1.00%) reported purchasing weekly, while another 1 respondent ($f = 1$, 1.00%) indicated purchasing monthly. This result suggests that the products offered by the business are not purchased regularly but are acquired primarily when a specific need arises. The predominance of occasional buyers may indicate that purchasing decisions are driven by project requirements, replacement needs, or other situational factors rather than habitual consumption.

This underscores the importance of maintaining product quality and customer satisfaction, as occasional customers often rely on previous positive experiences when deciding where to purchase in the future. Research has shown that customer experience plays a crucial role in influencing repeat purchases and future buying intentions (Lemon & Verhoef, 2021).

Level of Service Quality in the Hollow Blocks Business

Table 2. Level of Service Quality in the Hollow Blocks Business as a Whole and in terms of Reliability, Responsiveness, Assurance, Empathy and Tangibles.

Statements		Mean	SD	Interpretation
Reliability		4.90	0.20	Very High
1.	The hollow blocks are consistently durable.	4.95	0.22	Very High
2.	The size and shape of hollow blocks are uniform.	4.97	0.17	Very High
3.	Orders are delivered exactly as requested.	4.93	0.29	Very High
4.	The business provides the correct quantity every time.	4.85	0.36	Very High
5.	Products meet expected construction standards.	4.97	0.17	Very High
6.	There are minimal defects in the hollow blocks.	4.79	0.48	Very High
7.	The business fulfills orders on the agreed schedule.	4.94	0.24	Very High
8.	The quality of products is dependable over time.	4.89	0.31	Very High
9.	The business keeps accurate transaction records.	4.92	0.27	Very High
10.	The products match what was promised by the seller.	4.79	0.54	Very High
Responsiveness		4.87	0.23	Very High
11.	The staff responds quickly to inquiries.	4.94	0.24	Very High
12.	Orders are processed without delay.	4.88	0.41	Very High
13.	Delivery is made within the promised time.	4.84	0.37	Very High
14.	The business handles complaints promptly.	4.92	0.27	Very High
15.	The staff are willing to assist customers immediately.	4.97	0.17	Very High
16.	Communication is clear and timely.	4.73	0.66	Very High
17.	The business provides updates about orders.	4.85	0.50	Very High
18.	Emergency or urgent orders are accommodated.	4.77	0.49	Very High
19.	The staff are easy to contact when needed.	4.83	0.38	Very High
20.	Service is fast even during peak times.	4.94	0.24	Very High

Assurance		4.88	0.21	Very High
	21. Employees are knowledgeable about hollow blocks.	4.85	0.36	Very High
	22. The staff can answer questions confidently.	4.93	0.26	Very High
	23. I feel safe and secure in my transactions.	4.84	0.37	Very High
	24. The business has a good reputation.	4.84	0.44	Very High
	25. The staff are professional in dealing with customers.	4.91	0.29	Very High
	26. The business shows honesty in pricing.	4.81	0.39	Very High
	27. Employees demonstrate behavior that builds trust.	4.84	0.37	Very High
	28. The business follows proper business practices.	4.94	0.24	Very High
	29. The products are made with proper standards.	4.85	0.36	Very High
	30. The business ensures customer satisfaction.	4.94	0.24	Very High
Empathy		4.89	0.23	Very High
	31. The staff gives personal attention to customers.	4.95	0.22	Very High
	32. Employees understand my specific needs.	4.97	0.17	Very High
	33. The business is flexible with customer requests.	4.93	0.29	Very High
	34. Staff are polite.	4.79	0.59	Very High
	35. The business values its customers.	4.97	0.17	Very High
	36. Special concerns are handled with care.	4.79	0.48	Very High
	37. The staff listens carefully to customer concerns.	4.94	0.24	Very High
	38. The business provides individualized service.	4.89	0.31	Very High
	39. Operating hours are convenient for customers.	4.92	0.27	Very High
	40. The business builds good relationships with customers.	4.79	0.54	Very High
Tangibles		4.88	0.21	Very High
	41. The production area is clean.	4.85	0.36	Very High
	42. Delivery trucks are in good condition.	4.93	0.26	Very High
	43. Equipment used in production is well-maintained.	4.84	0.37	Very High
	44. The staff wears appropriate work attire.	4.84	0.44	Very High
	45. The business location is accessible.	4.91	0.29	Very High
	46. Facilities are safe.	4.81	0.39	Very High
	47. The physical appearance reflects professionalism.	4.84	0.37	Very High
	48. The products are handled safely.	4.94	0.24	Very High
	49. Materials used in production look high-quality.	4.85	0.36	Very High
	50. The business has equipment for operations.	4.94	0.24	Very High
Service Quality as a Whole		4.88	0.18	Very High
Legend: (4.21-5.00)-Very High; (3.41-4.20)-High; (2.61-3.40)-Moderate; (1.81-2.60)-Low; (1.00-1.80)-Very Low				

Table 2 presents the level of service quality of the hollow blocks business as a whole and in terms of reliability, responsiveness, assurance, empathy, and tangibles. In terms of reliability, the overall mean of 4.90 (SD = 0.20) indicates a very high level of service quality. Among the indicators, the size and shape of hollow blocks being uniform (M = 4.97, SD = 0.17) and products meeting expected construction standards (M = 4.97, SD = 0.17) obtained the highest ratings. Likewise, orders being delivered exactly as requested (M = 4.93, SD = 0.29) and the fulfillment of orders on the agreed schedule (M = 4.94, SD = 0.24) were also rated very highly. These findings suggest that customers consistently receive products and services that meet their expectations in terms of quality,

accuracy, and dependability. The results imply that maintaining product consistency and honoring commitments contribute significantly to customer trust and satisfaction.

This finding supports the study of Parasuraman et al. (2021), which emphasized that reliability remains the most important dimension of service quality because customers highly value businesses that consistently deliver what they promise.

For responsiveness, the overall mean of 4.87 (SD = 0.23) was interpreted as very high. The highest-rated indicators were staff willingness to assist customers immediately (M = 4.97, SD = 0.17), staff responsiveness to inquiries (M = 4.94, SD = 0.24), and fast service even during peak times (M = 4.94, SD = 0.24). These results indicate that customers perceive the business as prompt and attentive in addressing their needs and concerns. The findings suggest that efficient communication and quick action help strengthen customer confidence and create a positive service experience. In highly competitive markets, responsiveness can serve as a key factor in customer retention and loyalty.

This observation is supported by the findings of Slack and Singh (2020), who reported that prompt service delivery and timely responses significantly influence customer satisfaction and repeat patronage.

In terms of assurance, the overall mean of 4.88 (SD = 0.21) indicates a very high level of service quality. The highest-rated indicators were the business following proper business practices (M = 4.94, SD = 0.24) and ensuring customer satisfaction (M = 4.94, SD = 0.24), followed by staff confidently answering customer questions (M = 4.93, SD = 0.26). These findings suggest that customers have strong confidence in the knowledge, professionalism, and credibility of the business. The results imply that honesty, competence, and professionalism help establish trust, which is essential for maintaining long-term customer relationships.

Recent studies have shown that assurance significantly influences customers' perceptions of service quality because it reduces uncertainty and increases confidence in business transactions (Dam & Dam, 2021).

With regard to empathy, the overall mean of 4.89 (SD = 0.23) was interpreted as very high. The indicators receiving the highest ratings were employees understanding customers' specific needs (M = 4.97, SD = 0.17) and the business valuing its customers (M = 4.97, SD = 0.17). Likewise, providing personal attention to customers (M = 4.95, SD = 0.22) and carefully listening to customer concerns (M = 4.94, SD = 0.24) were also rated very highly. These results indicate that customers feel appreciated, understood, and treated with genuine concern. The findings imply that personalized service and positive customer relationships contribute greatly to overall customer satisfaction. Businesses that demonstrate empathy are more likely to foster customer loyalty and positive word-of-mouth recommendations.

This finding aligns with the study of Al-Hawary and Al-Syasneh (2020), which highlighted empathy as a crucial factor in building stronger customer relationships and enhancing customer satisfaction.

For tangibles, the overall mean of 4.88 (SD = 0.21) indicates a very high level of service quality. The highest-rated indicators were products being handled safely (M = 4.94, SD = 0.24) and the business having adequate equipment for operations (M = 4.94, SD = 0.24), followed by delivery trucks being in good condition (M = 4.93, SD = 0.26). These findings suggest that customers perceive the physical facilities, equipment, and operational resources of the business positively. The results imply that maintaining clean facilities, functional equipment, and professional physical appearances enhances customer confidence and reinforces perceptions of quality.

According to Uzir et al. (2021), tangible aspects of service remain important because customers often use physical evidence to evaluate the professionalism and credibility of a business.

Overall, service quality as a whole obtained a mean of 4.88 (SD = 0.18), interpreted as very high. This indicates that customers are highly satisfied with the services provided by the hollow blocks business across all dimensions of service quality. The consistently high ratings across reliability, responsiveness, assurance, empathy, and tangibles suggest that the business effectively meets customer expectations in terms of product quality, service delivery, professionalism, customer care, and operational efficiency. The findings imply that sustaining these

high standards can strengthen customer loyalty, enhance business reputation, and contribute to long-term business success.

This result supports the assertion of Uzir et al. (2021) that superior service quality is a critical determinant of customer satisfaction, customer retention, and organizational performance.

Level of Customer Satisfaction in the Hollow Blocks Business

Table 3. Level of Customer Satisfaction in the Hollow Blocks Business As a Whole and in Terms of Product; Service; Delivery; Price; and Over-all Satisfaction.

Statements	Mean	SD	Interpretation
Product Satisfaction	4.90	0.20	Very High
1. The hollow blocks are durable.	4.92	0.27	Very High
2. The size and shape of the hollow blocks are consistent.	4.85	0.36	Very High
3. The products meet construction standards.	4.97	0.17	Very High
4. The quality of the hollow blocks meets my expectations.	4.97	0.17	Very High
5. The products are free from defects.	4.91	0.29	Very High
Service Satisfaction	4.74	0.34	Very High
6. The staff are respectful.	4.81	0.46	Very High
7. Employees assist customers efficiently.	4.65	0.64	Very High
8. Staff are knowledgeable about the products.	4.74	0.50	Very High
9. The business handles customer concerns well.	4.73	0.66	Very High
10. I am satisfied with the overall customer service.	4.79	0.48	Very High
Delivery Satisfaction	4.91	0.15	Very High
11. Orders are delivered on time.	4.97	0.17	Very High
12. The correct quantity is delivered.	4.93	0.26	Very High
13. Delivery is handled carefully.	5.00	0.00	Very High
14. Delivery staff are professional.	4.89	0.40	Very High
15. The delivery process is reliable.	4.74	0.50	Very High
Price Satisfaction	4.91	0.21	Very High
16. The price of hollow blocks is reasonable.	4.97	0.17	Very High
17. The price is fair compared to competitors.	4.92	0.27	Very High
18. The price matches the quality of the product.	4.89	0.31	Very High
19. The business offers good value for money.	4.87	0.34	Very High
20. Pricing is transparent and clearly explained.	4.89	0.31	Very High
Overall Satisfaction	4.90	0.22	Very High
21. I am satisfied with my overall experience.	4.97	0.17	Very High
22. The business meets my expectations.	4.94	0.24	Very High
23. I am happy with my decision to purchase here.	4.85	0.36	Very High
24. My experience with this business is positive.	4.91	0.29	Very High
25. I feel satisfied after every transaction.	4.81	0.46	Very High
Customer Satisfaction as a Whole	4.88	0.15	Very High

Legend: (4.21-5.00)-Very High; (3.41-4.20)-High; (2.61-3.40)-Moderate; (1.81-2.60)-Low; (1.00-1.80)-Very Low

Table 3 presents the level of customer satisfaction in the hollow blocks business as a whole and in terms of product satisfaction, service satisfaction, delivery satisfaction, price satisfaction, and overall satisfaction. In terms of product satisfaction, the overall mean of 4.90 (SD = 0.20) indicates a very high level of satisfaction. The highest-rated indicators were the products meeting construction standards (M = 4.97, SD = 0.17) and the

quality of hollow blocks meeting customer expectations ($M = 4.97$, $SD = 0.17$). Likewise, durability ($M = 4.92$, $SD = 0.27$) and freedom from defects ($M = 4.91$, $SD = 0.29$) were also rated very highly. These findings suggest that customers perceive the hollow blocks as reliable, durable, and aligned with industry requirements. This implies that product quality is a key strength of the business and plays a major role in maintaining customer satisfaction.

Studies have emphasized that consistent product quality significantly influences customer satisfaction and repeat purchase behavior, particularly in construction-related businesses where durability is a primary concern (Zeithaml et al., 2020).

In terms of service satisfaction, the overall mean of 4.74 ($SD = 0.34$) is still interpreted as very high, although it is relatively lower compared to other dimensions. The highest-rated indicator was staff respectfulness ($M = 4.81$, $SD = 0.46$), while the lowest was employees assisting customers efficiently ($M = 4.65$, $SD = 0.64$). This suggests that while customers are generally satisfied with the service provided, there are slight variations in how efficiently assistance and customer concerns are handled. The findings imply that improving staff responsiveness and efficiency could further enhance customer satisfaction.

According to Hapsari et al. (2021), service efficiency and employee competence are critical determinants of customer satisfaction, especially in businesses where customer interaction is frequent.

For delivery satisfaction, the overall mean of 4.91 ($SD = 0.15$) reflects a very high level of satisfaction. The highest-rated indicator was careful handling of deliveries ($M = 5.00$, $SD = 0.00$), followed by timely delivery ($M = 4.97$, $SD = 0.17$). These results indicate that customers highly value the reliability and care involved in the delivery process. The findings suggest that efficient logistics and careful handling of products contribute significantly to a positive customer experience.

This supports the findings of Chen et al. (2021), which highlight that delivery performance is a major driver of customer satisfaction in product-based businesses.

In terms of price satisfaction, the overall mean of 4.91 ($SD = 0.21$) indicates a very high level of satisfaction. The highest-rated indicator was the reasonableness of price ($M = 4.97$, $SD = 0.17$), while all other indicators such as fairness compared to competitors ($M = 4.92$, $SD = 0.27$) and value for money ($M = 4.87$, $SD = 0.34$) were also rated very highly. These results suggest that customers perceive the pricing of hollow blocks as fair, competitive, and justified by product quality. This implies that the business has successfully maintained a pricing strategy that balances affordability and perceived value.

Research has shown that fair pricing and value perception strongly influence customer satisfaction and loyalty in construction supply businesses (Kotler et al., 2021).

Regarding overall satisfaction, the mean of 4.90 ($SD = 0.22$) indicates a very high level of satisfaction. The highest-rated statement was satisfaction with overall experience ($M = 4.97$, $SD = 0.17$), followed by the business meeting customer expectations ($M = 4.94$, $SD = 0.24$). These findings suggest that customers generally have a positive and fulfilling experience with the business across all transactions. The results imply strong customer loyalty and a high likelihood of repeat patronage.

Studies have consistently shown that overall satisfaction is strongly influenced by product quality, service performance, and value perception (Oliver, 2020).

Overall customer satisfaction obtained a mean of 4.88 ($SD = 0.15$), interpreted as very high. This indicates that customers are highly satisfied with the hollow blocks business in terms of product quality, service delivery, pricing, and overall experience. The findings suggest that maintaining consistency in these areas will be essential for sustaining customer loyalty and long-term business success.

This aligns with Oliver's (2020) expectation-confirmation theory, which states that satisfaction is achieved when customer expectations are consistently met or exceeded.

Difference in the Level of Service Quality of the Hollow Blocks Business When Grouped According to Sex

Table 4a. Difference in the Level of Service Quality of the Hollow Blocks Business when grouped according to Sex.

Sex	Test Statistics (U)	p-value	Decision for H_0	Interpretation
Male	293.5	0.328	Failed to Reject H_0	Not Significant
Female				

Table 4a presents the results of the Mann–Whitney U test examining the difference in the level of service quality of the hollow blocks business when grouped according to sex. The analysis yielded a test statistic of ($U = 293.5$, $p = 0.328$). Since the p-value is greater than the 0.05 level of significance, the null hypothesis was failed to reject. This indicates that there is no statistically significant difference in the level of service quality when respondents are grouped according to sex.

The result implies that both male and female respondents perceive the service quality of the hollow blocks business similarly. This suggests that the business delivers a consistent level of service regardless of customer gender, indicating fairness and uniformity in how customers are treated. It also reflects that service processes, staff behavior, and customer interactions are standardized and not influenced by the sex of the customer. In practical terms, this finding highlight that the business has successfully maintained equal service delivery, which is essential in building trust and ensuring customer satisfaction across all market segments.

According to Parasuraman et al. (2021), consistent service delivery across different customer groups strengthens perceived service quality and reinforces long-term customer loyalty because it reduces bias and increases reliability in customer experience.

Furthermore, the absence of a significant difference may also suggest that both male and female customers have similar expectations when it comes to construction-related products and services, particularly in terms of reliability, responsiveness, and product consistency. Recent studies emphasize that in B2B and construction supply contexts, service quality perceptions tend to be more influenced by functional performance rather than demographic characteristics such as sex (Uzir et al., 2021). This means that customers are more focused on whether the product is delivered on time, meets standards, and is dependable rather than on who they are as consumers.

Difference in the Level of Service Quality of the Hollow Blocks Business When Grouped According to Age

Table 4b. Difference in the Level of Service Quality of the Hollow Blocks Business when grouped according to Age.

Age	Test Statistics (H)	p-value	Decision for H_0	Interpretation
20 years old and below	2.535	0.638	Failed to Reject H_0	Not Significant
21-30 years old				
31-40 years old				
41-50 years old				
51-60 years old				
51 years old and above				

Table 4b presents the results of the Kruskal–Wallis H test examining the difference in the level of service quality of the hollow blocks business when grouped according to age. The analysis yielded a test statistic of ($H = 2.535$, $p = 0.638$). Since the p-value is greater than the 0.05 level of significance, the null hypothesis was failed to reject. This indicates that there is no statistically significant difference in the level of service quality when respondents are grouped according to age.

The result implies that respondents across different age groups—whether younger or older—perceive the service quality of the hollow blocks business in a similar manner. This suggests that the business provides a consistent service experience that is not influenced by the age of the customer. In practical terms, it reflects that the business maintains uniform standards in its transactions, delivery, responsiveness, and customer handling, which are experienced equally by all age categories. This consistency is important because it indicates that service delivery is systematic and not dependent on customer demographics.

According to Zeithaml et al. (2020), standardized service processes contribute to stable customer perceptions of quality across different market segments because they reduce variability in customer experience.

Furthermore, the absence of a significant difference may suggest that expectations in construction-related products and services are relatively similar across age groups. Customers, regardless of age, tend to prioritize product durability, timely delivery, and fair pricing over age-related preferences. This aligns with the findings of Uzir et al. (2021), which emphasize that in service and product-based industries, perceived service quality is more strongly shaped by performance outcomes rather than demographic characteristics such as age. In this case, what matters most to customers is whether the hollow blocks meet standards, are delivered on time, and are consistent in quality.

Difference in the Level of Service Quality of the Hollow Blocks Business When Grouped According to the Type of Customer

Table 4c. Difference in the Level of Service Quality of the Hollow Blocks Business when Grouped According to Type of Customer.

Type of Customer	Test Statistics (H)	p-value	Decision for H_0	Interpretation
Contractor	6.801	0.033	Reject H_0	Significant
Reseller				
Individual Buyer				

Table 4c presents the results of the Kruskal–Wallis H test examining the difference in the level of service quality of the hollow blocks business when grouped according to type of customer. The analysis yielded a test statistic of ($H = 6.801$, $p = 0.033$). Since the p-value is lower than the 0.05 level of significance, the null hypothesis was rejected. This indicates that there is a statistically significant difference in the level of service quality when respondents are grouped according to type of customer.

The result implies that perceptions of service quality vary depending on whether the customer is a contractor, reseller, or individual buyer. This suggests that each customer group experiences the business differently in terms of service delivery, responsiveness, and handling of transactions. In practical terms, contractors, resellers, and individual buyers may have different expectations and service requirements, which can influence how they evaluate the quality of service provided. For instance, contractors may prioritize bulk processing efficiency and timeliness, while individual buyers may focus more on assistance and communication. This variation highlights the importance of customer segmentation in service delivery.

According to Kotler et al. (2021), different market segments often have distinct expectations, and businesses that fail to tailor their services accordingly may experience variations in perceived service quality.

Furthermore, the presence of a significant difference suggests that the business may need to consider adjusting its service strategies to better accommodate the specific needs of each customer type. While overall service quality may be rated highly, the differences among groups indicate that some customers may feel more satisfied than others depending on how well their expectations are met. Recent studies emphasize that customization of service approaches based on customer type can significantly enhance satisfaction and strengthen customer relationships, particularly in supply-based and construction-related industries where transaction requirements vary widely (Uzir et al., 2021).

Table 4c.1. Pairwise Comparison of the Service Quality of the Hollow Blocks Business and Type of Customer.

Type of Customer	Test Statistic	p-value	Interpretation
Contractor vs Reseller	70.900	0.021	Significant
Contractor vs Individual Buyer	26.267	0.042	Significant
Reseller vs Individual Buyer	-44.633	0.114	Not Significant

Table 4c.1 presents the pairwise comparison of the level of service quality of the hollow blocks business when grouped according to type of customer. The results show that there is a significant difference between contractors and resellers (test statistic = 70.900, $p = 0.021$) and between contractors and individual buyers (test statistic = 26.267, $p = 0.042$). However, no significant difference was found between resellers and individual buyers (test statistic = -44.633, $p = 0.114$).

The significant difference between contractors and resellers suggests that these two groups perceive service quality differently. This may be due to differences in transaction volume, service expectations, and level of engagement with the business. Contractors typically handle larger and more structured orders, which require strict timelines, coordination, and consistent supply. On the other hand, resellers may have different expectations related to pricing flexibility, stock availability, and business arrangements. These differences in operational needs may explain why their evaluation of service quality is not the same. According to Kotler et al. (2021), business customers often vary in expectations depending on the nature and scale of their transactions, which can significantly influence their perception of service quality.

Similarly, the significant difference between contractors and individual buyers implies that these two groups experience the service differently. Contractors are more likely to prioritize efficiency, bulk delivery, and strict compliance with agreements, while individual buyers tend to focus more on basic service interaction, convenience, and product availability. This variation suggests that the business may be delivering service in a way that better aligns with one group compared to the other. Research has shown that differences in customer expectations across market segments can lead to variations in perceived service quality if service delivery is not fully customized (Uzir et al., 2021).

In contrast, the absence of a significant difference between resellers and individual buyers indicates that these two groups perceive service quality in a relatively similar manner. This may be because both groups operate at smaller transaction levels compared to contractors and may share similar expectations in terms of accessibility, responsiveness, and general service interaction. This finding suggests that the business is able to provide a relatively consistent service experience for these two customer groups.

Overall, the results highlight that customer type plays an important role in shaping perceptions of service quality, particularly when comparing contractors with the other customer groups. This implies that the business may benefit from adopting more tailored service strategies, especially for contractor clients, to ensure that service delivery meets the distinct needs of each customer segment.

Difference in the Level of Service Quality of the Hollow Blocks Business When Grouped According to the Frequency of Purchase

Table 4d. Difference in the Level of Service Quality of the Hollow Blocks Business when Grouped According to Frequency of Purchase.

Type of Customer	Test Statistics (H)	p-value	Decision for H_0	Interpretation
Weekly	1.227	0.542	Failed to Reject H_0	Not Significant
Monthly				
Occasionally				

Table 4d presents the results of the Kruskal–Wallis H test examining the difference in the level of service quality of the hollow blocks business when grouped according to frequency of purchase. The analysis yielded a test statistic of ($H = 1.227$, $p = 0.542$). Since the p-value is greater than the 0.05 level of significance, the null hypothesis was failed to reject. This indicates that there is no statistically significant difference in the level of service quality when respondents are grouped according to frequency of purchase.

The result implies that customers who purchase weekly, monthly, or occasionally perceive the service quality of the hollow blocks business in a similar way. This suggests that the business consistently delivers its services regardless of how often customers engage in transactions. In practical terms, it reflects uniformity in service delivery such as responsiveness, order processing, delivery handling, and customer assistance. This consistency is important because it shows that service standards are maintained across all types of buyers, whether they are frequent or occasional customers. According to Zeithaml et al. (2020), consistent service performance across customer groups strengthens overall perceived service quality because it reduces variability in customer experience.

Furthermore, the absence of a significant difference may indicate that service quality in this type of business is more strongly influenced by operational performance rather than purchasing frequency. Whether customers buy frequently or only occasionally, their evaluation of service quality is primarily based on key factors such as reliability, timeliness, and product condition. This supports the findings of Uzir et al. (2021), which emphasize that in product-based and supply-oriented businesses, service quality perceptions are driven more by actual service performance than by customer behavior patterns such as purchase frequency.

Difference in the Level of Customer Satisfaction of the Hollow Blocks Business When Grouped According to Sex

Table 5a. Difference in the Level of Customer Satisfaction of the Hollow Blocks Business when grouped according to Sex.

Sex	Test Statistics (U)	p-value	Decision for H_0	Interpretation
Male	343.00	0.746	Failed to Reject H_0	Not Significant
Female				

Table 5a presents the results of the Mann–Whitney U test examining the difference in the level of customer satisfaction in the hollow blocks business when grouped according to sex. The analysis yielded a test statistic of ($U = 343.00$, $p = 0.746$). Since the p-value is greater than the 0.05 level of significance, the null hypothesis was failed to reject. This indicates that there is no statistically significant difference in the level of customer satisfaction when respondents are grouped according to sex.

The result implies that both male and female customers have similar levels of satisfaction with the hollow blocks business. This suggests that the business provides a consistent customer experience regardless of gender, reflecting fairness and uniformity in how products, services, pricing, and delivery are perceived. In practical terms, it indicates that satisfaction is not influenced by the sex of the customer but rather by the actual performance of the business in meeting expectations such as product quality, delivery reliability, and service efficiency. This consistency is important because it demonstrates that the business maintains standardized operations that ensure equal treatment of all customers. According to Zeithaml et al. (2020), consistent service performance across demographic groups strengthens customer satisfaction because it reduces perceived bias and ensures a uniform service experience.

Furthermore, the absence of a significant difference suggests that customer satisfaction in this type of business is more strongly influenced by functional and operational factors rather than demographic characteristics such as sex. In construction-related and product-based businesses, customers—regardless of gender—tend to prioritize durability, pricing fairness, and delivery performance over personal or demographic considerations.

This aligns with the findings of Uzir et al. (2021), which emphasize that customer satisfaction is primarily driven by perceived service performance rather than customer profile characteristics.

Difference in the Level of Customer Satisfaction of the Hollow Blocks Business When Grouped According to Age

Table 5b. Difference in the Level of Customer Satisfaction of the Hollow Blocks Business when grouped according to Age.

Age	Test Statistics (H)	p-value	Decision for H ₀	Interpretation
20 years old and below	5.229	0.265	Failed to Reject H ₀	Not Significant
21-30 years old				
31-40 years old				
41-50 years old				
51-60 years old				
51 years old and above				

Table 5b presents the results of the Kruskal–Wallis H test examining the difference in the level of customer satisfaction in the hollow blocks business when grouped according to age. The analysis yielded a test statistic of ($H = 5.229$, $p = 0.265$). Since the p-value is greater than the 0.05 level of significance, the null hypothesis was failed to reject. This indicates that there is no statistically significant difference in the level of customer satisfaction when respondents are grouped according to age.

The result implies that customers across different age groups, whether younger or older, experience a similar level of satisfaction with the hollow blocks business. This suggests that the business is able to meet customer expectations consistently regardless of age. In practical terms, it reflects that key factors such as product quality, delivery performance, pricing fairness, and service experience are perceived similarly by all age categories. This consistency is important because it shows that the business does not favor or disadvantage any particular age group in its service delivery. According to Zeithaml et al. (2020), standardized service systems contribute to uniform customer experiences, which in turn strengthen overall satisfaction across diverse customer segments.

Furthermore, the absence of a significant difference suggests that age is not a key factor influencing satisfaction in this type of business. Customers, regardless of age, tend to prioritize practical considerations such as durability, affordability, and reliability of delivery rather than age-related preferences. This aligns with Uzir et al. (2021), who emphasize that customer satisfaction in product-based industries is largely driven by service performance and product outcomes rather than demographic characteristics.

Difference in the Level of Customer Satisfaction of the Hollow Blocks Business When Grouped According to the Type of Customer

Table 5c. Difference in the Level of Customer Satisfaction of the Hollow Blocks Business when Grouped According to Type of Customer.

Type of Customer	Test Statistics (H)	p-value	Decision for H ₀	Interpretation
Contractor	9.390	0.009	Reject H ₀	Significant
Reseller				
Individual Buyer				

Table 5c presents the results of the Kruskal–Wallis H test examining the difference in the level of customer satisfaction in the hollow blocks business when grouped according to type of customer. The analysis yielded a

test statistic of ($H = 9.390$, $p = 0.009$). Since the p-value is less than the 0.05 level of significance, the null hypothesis was rejected. This indicates that there is a statistically significant difference in the level of customer satisfaction when respondents are grouped according to type of customer.

The result implies that customer satisfaction varies among contractors, resellers, and individual buyers. This suggests that each customer group has different expectations and experiences in relation to the business's products, services, delivery, and pricing. In practical terms, contractors may evaluate satisfaction based on bulk ordering efficiency, consistency of supply, and delivery reliability, while resellers may be more sensitive to pricing margins and product availability. Individual buyers, on the other hand, may prioritize convenience, communication, and overall transaction experience. These differences in priorities can lead to varying satisfaction levels across customer groups. According to Kotler et al. (2021), customer satisfaction is highly dependent on how well a business meets the distinct expectations of different market segments, and failure to address these differences can result in unequal satisfaction outcomes.

Furthermore, the presence of a significant difference suggests that the business may need to further refine its customer-focused strategies. While the overall satisfaction level may be very high, the variation among customer types indicates that some groups may feel more satisfied than others depending on how well their specific needs are addressed. Recent studies emphasize that businesses operating in supply-based and construction-related industries benefit from segment-specific strategies, as customer requirements often vary significantly between institutional, intermediary, and individual buyers (Uzir et al., 2021).

Table 5c.1. Pairwise Comparison of the Difference in the Level of Customer Satisfaction of the Hollow Blocks Business when Grouped According to Type of Customer.

Type of Customer	Test Statistic	p-value	Interpretation
Contractor vs Reseller	0.000	1.000	Not Significant
Contractor vs Individual Buyer	36.702	0.005	Significant
Reseller vs Individual Buyer	36.702	0.199	Not Significant

Table 5c.1 presents the pairwise comparison of the level of customer satisfaction in the hollow blocks business when grouped according to type of customer. The results show that there is no significant difference between contractors and resellers (test statistic = 0.000, $p = 1.000$), and between resellers and individual buyers (test statistic = 36.702, $p = 0.199$). However, a significant difference was found between contractors and individual buyers (test statistic = 36.702, $p = 0.005$).

The significant difference between contractors and individual buyers suggests that these two groups experience different levels of satisfaction with the hollow blocks business. This may be attributed to the nature of their transactions and expectations. Contractors usually deal with bulk orders, strict deadlines, and continuous supply requirements, making them more sensitive to delays, consistency, and large-scale coordination. In contrast, individual buyers typically purchase in smaller quantities and may focus more on convenience, accessibility, and basic service experience. Because of these differences, contractors may evaluate satisfaction more critically based on operational efficiency, while individual buyers may have a more flexible perception of service performance. According to Kotler et al. (2021), differences in customer expectations across market segments often lead to variations in satisfaction when services are not fully aligned with each group's specific needs.

On the other hand, the absence of a significant difference between contractors and resellers implies that these two groups perceive customer satisfaction in a relatively similar way. This may be because both groups operate within business-oriented transactions that involve product resale or project-based usage, where expectations on pricing, product consistency, and supply availability are more aligned. Similarly, the lack of a significant difference between resellers and individual buyers suggests that these groups may share comparable perceptions of the business in terms of product quality, pricing fairness, and service experience, despite differences in purchase volume.

Difference in the Level of Customer Satisfaction of the Hollow Blocks Business When Grouped According to the Frequency of Purchase

Table 5d. Difference in the Level of Customer Satisfaction of the Hollow Blocks Business when Grouped According to Frequency of Purchase.

Type of Customer	Test Statistics (H)	p-value	Decision for H_0	Interpretation
Weekly	3.002	0.223	Failed to Reject H_0	Not Significant
Monthly				
Occasionally				

Table 5d presents the results of the Kruskal–Wallis H test examining the difference in the level of customer satisfaction in the hollow blocks business when grouped according to frequency of purchase. The analysis yielded a test statistic of ($H = 3.002$, $p = 0.223$). Since the p-value is greater than the 0.05 level of significance, the null hypothesis was failed to reject. This indicates that there is no statistically significant difference in the level of customer satisfaction when respondents are grouped according to frequency of purchase.

The result implies that customers who purchase weekly, monthly, or occasionally experience a similar level of satisfaction with the hollow blocks business. This suggests that satisfaction is not influenced by how often customers engage in transactions but rather by the overall quality of products and services provided. In practical terms, it reflects that both frequent and infrequent buyers perceive the business in a consistent manner in terms of product quality, delivery performance, pricing, and service experience. This consistency is important because it indicates that the business maintains stable service standards regardless of customer purchasing behavior.

According to Zeithaml et al. (2020), consistent service performance across different customer usage patterns strengthens overall customer satisfaction by ensuring a uniform experience for all clients.

Furthermore, the absence of a significant difference suggests that satisfaction in this type of business is more strongly driven by performance outcomes rather than behavioral factors such as purchase frequency. Whether customers buy regularly or only occasionally, their satisfaction is primarily shaped by how well the business meets expectations in terms of durability, reliability, and service efficiency. This aligns with Uzir et al. (2021), who emphasize that in product-based industries, customer satisfaction is largely determined by perceived service quality and product performance rather than customer buying patterns.

Relationship Between Service Quality and Customer Satisfaction in Hollow Blocks Business

Table 6. Relationship Between Service Quality and Customer Satisfaction of the Hollow Blocks Business.

Variable	Test Statistics (r_s)	p-value	Decision for H_0	Interpretation
Service Quality vs. Customer Satisfaction	0.490	<0.001	Reject H_0	Significant

Table 6 presents the results of the Spearman rank-order correlation analysis examining the relationship between service quality and customer satisfaction in the hollow blocks business. The analysis yielded a correlation coefficient of ($r_s = 0.490$) with a p-value of < 0.001. Since the p-value is lower than the 0.05 level of significance, the null hypothesis was rejected. This indicates that there is a statistically significant relationship between service quality and customer satisfaction.

The result implies that service quality is moderately and positively associated with customer satisfaction. This means that as the level of service quality increases, customer satisfaction also tends to increase. In practical terms, improvements in areas such as reliability, responsiveness, assurance, empathy, and tangibles are likely to result in higher satisfaction among customers. Conversely, any decline in service quality may also lead to a

decrease in satisfaction. This finding highlights the important role of consistent and high-quality service delivery in maintaining positive customer experiences in the hollow blocks business.

According to Parasuraman et al. (2021), service quality is a key predictor of customer satisfaction because customers evaluate their overall experience based on how well a business meets or exceeds their expectations.

Furthermore, the moderate strength of the relationship suggests that while service quality is a significant factor, it is not the only determinant of customer satisfaction. Other factors such as price perception, product durability, delivery efficiency, and customer expectations may also influence satisfaction levels. This aligns with the findings of Uzir et al. (2021), which emphasize that customer satisfaction in product-based industries is shaped by a combination of service quality and other value-related factors, rather than service quality alone.

CONCLUSIONS

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

The respondents are mostly female, young to middle-aged adults, and largely individual buyers who purchase hollow blocks only when needed.

The hollow blocks business consistently delivers a very high level of service quality across all dimensions.

The customers are highly satisfied with the business, particularly with its delivery performance and pricing.

Service quality does not significantly differ when grouped according to sex, age, and frequency of purchase. However, the results for service quality significantly differ according to type of customer.

Customer satisfaction does not differ by sex, age, and frequency of purchase but varies according to type of customer.

Service quality is significantly related to customer satisfaction, with better service quality leading to higher satisfaction.

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