

# Customer Satisfaction with Products and Services Offered by Island Sea Gasoline Station: A Basis for Service Improvement

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## Abstract:

This study aimed to determine the level of customer satisfaction with the products and services offered by Island Sea Gasoline Station in Madridejos Bantayan Island. The researchers observed that although the station serves many customers daily, there had been no formal assessment of customer satisfaction. To address this gap, the study surveyed 52 customers in February 2025 using a researcher-made questionnaire. The collected data were analyzed using descriptive statistics such as frequency and percentages. This research focused on examining how the service quality and product offerings influence customer satisfaction and their perceived value. A descriptive research design was used, which included this survey questionnaires for customers and interviews with the management to gather additional insights or data. This method allowed the researchers to collect data from both customers and the stations administration. The findings of this study may serve as a basis for improving service delivery and enhancing customer satisfaction. Furthermore, the results can guide strategic decision-making and operational improvements. Ultimately, this research contributes to better understanding of customer expectations in the petroleum retail industry. This study offers practical recommendations for business sustainability and growth.

*Keywords* — Customer satisfaction, service quality, gasoline station, Island Sea, perceived value, descriptive research.

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## I. INTRODUCTION

Island Sea Gasoline Station in Bantayan Island has established credibility and competitiveness alongside major oil industry players through its quality offerings, effective management, and customer-centered approach [1][3][4]. The company aims to develop sustainable energy solutions in the Philippines while maintaining strong relationships with its customers [2]. At present, the station continues to focus on expansion while remaining committed to its corporate social responsibility programs, particularly in environmental protection,

community development, and other sustainability initiatives.

Living in Madridejos, Bantayan Island, we see every day how important motorcycles and tricycles are for getting around. Most students at our college rely on them to commute. But when we asked classmates where they get gas, everyone mentioned Island Sea Gasoline Station—yet no one could say if they were happy with the service there. That got us thinking: does the station really meet customer needs?

### Statement of the Problem

This study aims to examine the factors influencing customer patronage and the level of customer satisfaction with the products and services rendered by

Island Sea Gasoline Station. Specifically, this study seeks to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
  - a. Age;
  - b. Gender;
  - c. Civil Status;
  - d. Occupation?
2. What products are mostly patronized by the customers?
3. What is the level of customer satisfaction with the services rendered by Island Sea Gasoline Station in terms of:
  - a. Air service;
  - b. Parking area and space;
  - c. Customer service;
  - d. Comfort rooms?
4. What is the level of satisfaction among the respondents in terms of the prices?
5. What suggestions or comments do you have to improve the services of Island Sea Gasoline Station?

## II. METHODOLOGY

This section discusses the research process employed to achieve the objective of this study. This includes the design, flow of our study, the environment where the study was conducted, the respondent groups, and the distribution of respondents. In addition, this section presents the description of the research instruments that we utilized in gathering relevant data for our study, and how this data were gathered and statistically analyzed through the scoring procedures.

### • Research Design

The descriptive method of research was utilized in the conduct of the study. The researchers carried out this research by observing several accepted procedures: (1) the researchers solicited permission to conduct the study after the presentation and approval by the university; (2) standardized questionnaires were distributed to the customer respondents, and a letter was attached to the questionnaire to inform the respondents about the study and assure them of the confidentiality of the data; (3) the answered questionnaires were retrieved; (4) statistical analyses on the gathered data were performed; and (5) the interpretation of results was conducted to develop

recommendations for service improvement at Island Sea Gasoline Station. Furthermore, the study adhered to ethical guidelines and principles in accordance with the Data Privacy Act of 2012. Informed consent was obtained from all respondents, and their identities were kept confidential. The study abided by the pertinent ethical standards and secured the required authorization from the university and the management of Island Sea Gasoline Station.

### • Flow of the Study

This section presents the phases to achieve the objective of this study. Figure 1 below illustrates the study flow through the Input-Process-Output (IPO) model.

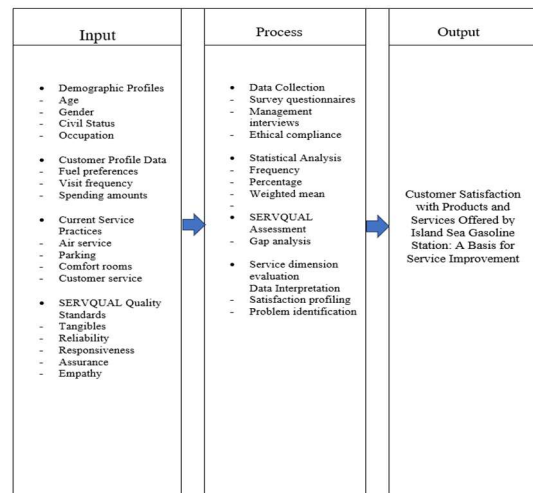


Figure 1. The Input-Process-Output (IPO) Model of the Study

### • Input

The input phase determines the critical information necessary for the execution of this study and aids in the assessment of customer satisfaction with the products and services at Island Sea Gasoline Station. The collection of these demographic profiles of the respondents, which include customers of Island Sea Gasoline Station categorized by age, gender, civil status, and occupation, is an important part of this phase. Each group gives us important background information that helps us understand the needs, characteristics, and consumption patterns of the several stakeholders who are important to the station's customer base. We also need to know about the current services and operational practices at Island Sea Gasoline Station. This includes knowing how fuel products and ancillary services (air, parking, comfort rooms, customer service) are currently delivered, and how customer assistance and service quality are provided, how much customers utilize the station's facilities and products, and how customer feedback is

currently collected, addressed, and managed. By looking at these behaviors, the researcher may figure out what works, what doesn't, and what is missing in the current system. This helps them explain why service improvements are needed. The study also necessitates the delineation of service quality dimensions for assessment. These include the tangible aspects (physical facilities, equipment, appearance of personnel), reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customers and provide prompt service), assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence), and empathy (caring, individualized attention the firm provides its customers) collectively known as the SERVQUAL dimensions that need to be considered when evaluating service quality and maintaining customer satisfaction.

This study also employs the SERVQUAL model to guarantee that the assessment adheres to established service quality standards. Input regarding the anticipated standards of tangibles, reliability, responsiveness, assurance, and empathy is crucial for directing service evaluation and enhancement. Customer satisfaction measurement is also an important part of analyzing the service quality at the gasoline station. To do this, descriptive statistical tools such as frequency, percentage, and

weighted mean are used to determine the satisfaction levels of the customers with the products and services offered by Island Sea Gasoline Station. The study also looks at various suggestions for improvement that could be implemented to enhance service delivery. It does this so that these recommendations can be considered throughout the operational improvements, and suitable solutions can be found.

- **Process**

The process phase shows the steps that were taken to reach the goals of this study. The first steps are to write and send a transmittal letter to get permission to do the study and then send out invitation letters to the people who will be taking part. Once approved, data collection is conducted using validated research instruments that gather information on customer demographics, patronage levels, service satisfaction dimensions, pricing perceptions, and perceived obstacles to service improvement at Island Sea Gasoline Station. The collected data undergoes suitable statistical analyses to examine trends, pinpoint strengths and weaknesses, and produce insights that will guide service enhancement strategies. Descriptive

statistical tools including frequency, percentage, and weighted mean are applied to analyze customer satisfaction levels across different service dimensions. During the data analysis phase, service quality dimensions are evaluated using the SERVQUAL model, which allows for systematic assessment, stakeholder feedback integration, and faster service improvement. During a series of evaluation cycles, service features are assessed, tested, and improved to make sure that the service delivery meets the needs of stakeholders and the functional expectations set in the input phase. User participation at these stages allows the service assessment to be based on actual needs and use cases.

Once the data is collected and analyzed, it is presented to the management of Island Sea Gasoline Station. They use the SERVQUAL service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) to check if the service meets established quality standards. The feedback collected during these evaluations is crucial for improving the service even more.

The researcher also discusses the problems and issues that stakeholders face when service improvements are first implemented. This information is essential for formulating strategies to tackle obstacles associated with infrastructure, resource allocation, staff training, and customer expectations. These results support the ongoing improvement of the service and help make sure that it will be useful and flexible for a long time.

- **Output**

The purpose of this study is to develop and implement service improvement strategies for Island Sea Gasoline Station that bring together all the feedback about customer satisfaction, improve services for visitors, and make it easier for all the people who work at the station to do their jobs. The study goal is to make information more accessible about customer needs, promote better service quality, and help management make decisions based on data. This will support sustainable business efforts. The developed recommendations help Island Sea Gasoline Station use the right service strategies to modernize customer service management, improve service delivery, and make business operations more sustainable in the long term. The system helps the station's goal of promoting inclusive, efficient, and customer-centered service development by being put into place.

- **Environment**

This study was conducted at Island Sea Gasoline Station, located in Madridejos, Bantayan Island, situated in the northern part of Cebu, Philippines. Bantayan Island is one of the most popular areas in Cebu Province, known for its beautiful beaches, rich cultural heritage, and vibrant local communities. The island's growing economy includes agriculture, fishing, small businesses, and transportation services that depend on reliable fuel supply and quality customer service.

Island Sea Gasoline Station serves as one of the major fuel retail establishments in the area, catering to a diverse customer base including local residents, students, jeepney drivers, tricycle drivers, pump attendants, and business operators. The station provides essential fuel products (Premium, Super 93, Diesel, Kerosene) and ancillary services including air service, parking area, comfort rooms, and customer assistance. During peak hours and busy days, the station experiences high customer traffic, which means that management and staff need to work efficiently to meet demand and ensure quality service delivery. Even though the station provides essential products and services, customer satisfaction levels are still not very well assessed. There are varying levels of customer satisfaction across different service dimensions—air service, parking area and space, customer services, and comfort room facilities—facility maintenance issues are not consistently addressed, and customer feedback is not always systematically collected and utilized to guide service improvements. A wide range of people rely on Island Sea Gasoline Station, including local residents, students, drivers, small business owners, and commuters. Fuel retail is one of the essential services supporting the island's economic activities, providing convenience for transportation, income for employees, and revenue for the business. As customer expectations become more demanding, it is clear that we need a more organized, customer-centered, and quality-focused way to handle service delivery, maintain facilities, and support sustainable business operations. Island Sea Gasoline Station is a good place to do this study because it has both the problems and the chances that service improvement strategies want to solve. Because the station depends on customer satisfaction with products and services and there are gaps in service quality management, it makes a lot of sense to conduct a comprehensive assessment to improve service delivery, make operations more efficient, and improve collaboration between staff and management. This study aims to enhance the station's service quality by facilitating improved access to customer feedback, optimizing product and service management, and

bolstering support for sustainable and customer-oriented business initiatives.



**Figure 2. Map of Bantayan Island**

- **Respondents**

**Fifty-two (52)** customers of Island Sea Gasoline Station took part in the poll on their own. These people were asked questions at the gasoline station during operating hours. Customers were included as respondents because they are the main people who use the products and services offered by the station and are very important for judging how satisfied they are with air service, parking area and space, customer services, comfort room facilities, and overall service quality.

In addition, there were **thirty-nine (39)** students from Madridejos Community College and nearby schools who took part in the study. They were chosen because they represent the largest customer segment at 75% and reflect the youth demographics point of view on service quality, pricing affordability, and facility usage at the gasoline station.

For the **other occupations, eleven (11)** participated in the survey and they were either local residents, small business owners, or self-employed individuals using the station's services. These customers were purposefully included since they represent regular patrons with varying service expectations and usage patterns. Their assessment aids in ascertaining the significance of overall service delivery and customer experience for general consumers.

**One (1) jeepney driver** from the local transportation sector also took part in the study. He was picked because he works directly in public transportation and depends heavily on the station's fuel products and ancillary services for his livelihood.

Drivers give expert opinions on the station's service reliability, product quality, and operational efficiency.

One (1) pump attendant from a nearby gasoline station also participated in the survey. He was included because he provides professional insight on industry standards, service quality benchmarks, and operational best practices from a service provider's perspective.

There were 52 people who answered the survey, including students, local residents, drivers, and service industry workers. This number makes sure that the study of conclusions are more reliable by including a wider range of people from the station's customer ecosystem.

TABLE 1.  
DISTRIBUTION OF RESPONDENTS

Respondent Types	Number	Percentage
Jeepney Driver	1	1.9%
Tricycle Driver	0	0%
Pump Attendant	1	1.9%
Students	39	75%
Other Occupations	11	21.2%
<b>Total</b>	<b>52</b>	<b>100%</b>

Because the assessment of Customer Satisfaction with Products and Services Offered by Island Sea Gasoline Station is intended to be comprehensive, the distribution includes customers from different occupational backgrounds to capture varying expectations and service experiences. Many of the respondents (75%) represent students, reflecting the station's proximity to educational institutions and its popularity among young, budget-conscious customers who frequently purchase small amounts of fuel for motorcycles and personal vehicles.

### III. RESULTS

This section presents empirical findings derived from the iterative data collection process, organized according to the analytical framework established in the methodology. Results are sequentially arranged to progress from respondent characteristics through functional assessments to comprehensive quality evaluations.

- Respondents' Demographic Profile

TABLE 2.  
AGE

Age Category	Frequency	Percentage
18-20	24	46.2%
21-30	27	51.9%
31-40	1	1.9%
41-50	0	0
51-60	0	0
61-70	0	0
<b>Total</b>	<b>52</b>	<b>100%</b>

The table shows that most respondents belonged to the 21-30-year-old age range (51.9%), followed closely by 10-20 years old (46.2%). Together, these two age groups represent 98.1% of all respondents. The 31-40-year-old category had minimal representation at only 1.9%, while the 41-50-, 51-60-, and 61-70-year-old categories had no respondents (0%).

TABLE 3.  
GENDER

Gender	Frequency	Percentage
Male	17	32.7%
Female	35	67.3%
<b>Total</b>	<b>52</b>	<b>100%</b>

Table 3 shows that the highest percentage in the gender respondents are Female with (35) or 67.3% and lowest Male with (17) or 32.7%.

TABLE 4.  
CIVIL STATUS

Civil Status	Frequency	Percentage
Single	52	100%
Married	0	0%
Others	0	0%
<b>Total</b>	<b>52</b>	<b>100%</b>

Table 4 shows that all 52 or 100% of the respondents are Single, compromising the entire status of the respondents. None (0%) are Married and Others.

- Frequency of Visit Patterns

TABLE 5.  
OCCUPATION

Occupation	Frequency	Percentage
Jeepney Driver	1	1.9%
Tricycle Driver	0	0%
Pump Attendant	1	1.9%
Students	39	75%
Others	11	21.2%
<b>Total</b>	<b>52</b>	<b>100%</b>

Table 5 shows that most of the respondents were students (75%), followed by others (21.2%). Jeepney drivers and pump attendants each comprised 1.9%, while there were no tricycle drivers (0%) among the respondents.

TABLE 6.  
KIND OF FUEL

Kind of Fuel	Frequency	Percentage
Premium	24	46.2%
Super 93	8	15.4%
Diesel	19	36.5%
Kerosene	1	1.9%
<b>Total</b>	<b>52</b>	<b>100%</b>

Table 6 shows that most customers preferred Premium gasoline (46.2%), followed closely by diesel (36.5%). Super 93 accounted for 15.4% of preferences, while kerosene had the least representation at 1.9%. Combined, premium and Diesel represent 82.7% of all fuel choices, indicating a strong customer preference for these two fuel types over Super 93 and kerosene.

- Customer Satisfaction Levels by Service Dimension**

TABLE 7.  
AIR

Satisfaction Rating	Respondents	Percentage
Satisfied	44	84.6%
Unsatisfied	8	15.4%
<b>Total</b>	<b>52</b>	<b>100%</b>

The table shows that 44 out of 52 respondents (84.6%) indicated that they are satisfied with the Air at the Island Sea Gasoline Station, while 8 respondents (15.4%) indicated that they are unsatisfied.

TABLE 8.  
PARKING AREA/SPACE

Satisfaction Rating	Respondents	Percentage
Satisfied	45	86.5%
Unsatisfied	7	13.5%
<b>Total</b>	<b>52</b>	<b>100%</b>

The table shows that 45 out of 52 respondents (86.5%) indicated that they are satisfied with the Parking Area/Space at the Island Sea Gasoline Station,

while 7 respondents (13.5%) indicated that they are unsatisfied.

TABLE 9.  
CUSTOMER SERVICES

Satisfaction Rating	Respondents	Percentage
Satisfied	50	96.2%
Unsatisfied	2	3.8%
<b>Total</b>	<b>52</b>	<b>100%</b>

The table shows that 50 out of 52 respondents (96.2%) indicated that they are satisfied with the Customer Services at the Island Sea Gasoline Station, while 2 respondents (3.8%) indicated that they are unsatisfied.

TABLE 10.  
COMFORT ROOM

Satisfaction Rating	Respondents	Percentage
Satisfied	41	79.2%
Unsatisfied	11	20.8%
<b>Total</b>	<b>52</b>	<b>100%</b>

The table shows that 41 out of 52 respondents (78.8%) indicated that they are satisfied with the Comfort Room at the Island Sea Gasoline Station, while 11 respondents (21.2%) indicated that they were unsatisfied.

- Frequency of Visit Patterns**

TABLE 11.  
CUSTOMER VISIT FREQUENCY DISTRIBUTION

Visit Frequency	Frequency	Percentage
Daily	12	23.1%
Twice a week	22	42.3%
Monthly	1	1.9%
Incase if necessary	17	32.7%
<b>Total</b>	<b>52</b>	<b>100%</b>

The table shows that the majority of respondents (42.3%) visited the gasoline station Twice a week, followed by Incase if necessary (32.7%) and Daily (23.1%). The Monthly category had the least representation at only 1.9%.

TABLE 12.  
ACCESSIBILITY OF ISLAND SEA GASOLINE STATION

Response	Frequency	Percentage
Yes	52	100%
No	0	0%
Total	52	100%

The table shows that all 52 respondents (100%) indicated that the Island Sea Gasoline Station is accessible to them.

• **Fuel Purchase Amount**

TABLE 13.  
THE AMOUNT USUALLY GAS UP

Amount	Frequency	Percentage
₱50-₱100	45	86.5%
₱200-₱300	7	13.5%
₱400-₱500	0	0%
Above ₱500	0	0%
Total	52	100%

The table shows that many customers (86.5%) spend between ₱50 to ₱100 per refueling transaction. This aligns with the finding that most customers are daily refillers (as shown in Table 7: 23.1% daily + 42.3% twice a week = 65.4% frequent visitors), suggesting they prefer smaller, more frequent refills rather than filling up their tanks completely.

TABLE 14.  
SUGGESTIONS FOR IMPROVEMENTS IN THE SERVICES.

SERVQUAL	Number of Suggestions	Percentage	Specific suggestion
Reliability	6	28.6%	Air pumping station functionality, gasoline management, service consistency, queue order
Responsiveness	5	23.8%	Slow service, insufficient staffing, queue management failures, peak hour congestion
Empathy	5	23.8%	Unfriendly staff, lack of politeness, inattentive service, improper customer treatment
Tangibles	3	14.3%	Cleanliness, lighting, CCTV, parking, uniforms, air station availability
Assurance	2	9.5%	Staff training, professional knowledge, job competence
Total	21	100%	

**IV. KEY FINDINGS**

This section presents the factual analysis of 21 customer suggestions collected from 52 respondents regarding service improvements at Island Sea.

1. Reliability is the Most Critical Dimension (28.6%)
  - Highest frequency of complaints relates to service consistency and equipment functionality.
  - Customers specifically mention air pumping station issues (3 separate

- mentions: air pumping, make the air reliable, the air service in the gasoline station)
  - Queue management failures indicate systematic problems with service order fairness.
  - Gasoline management concerns suggest operational inefficiencies
2. Responsiveness and Empathy Are Equally Critical (23.8% each)
    - Staffing shortage is a recurring operational issue.
    - Peak hour congestion is a specific pain point requiring dynamic scheduling
    - Friendliness deficit appears in 5 suggestions, indicating a cultural/training gap.
    - Staff are perceived as inattentive and lacking personalized care
  3. Tangibles Show Infrastructure Neglect (14.3%)
    - Basic amenities missing air pump removed, insufficient parking
    - Safety concerns: lighting and CCTV maintenance required
    - Professional appearance: uniform standards not enforced
    - Cleanliness mentioned as needing improvement
  4. Assurance is the Weakest Dimension (9.5%)
    - Lowest frequency but high impact when it fails.
    - Customers doubt staff competence and knowledge.
    - Training investment appears insufficient
  5. Price Sensitivity is a Significant External Factor (14.3%)
    - 3 suggestions explicitly request lower prices.
    - Indicates customers may tolerate service gaps if value perception is addressed.
    - Pricing pressure may limit resource availability for service improvements.

**V. DISCUSSION**

The results of the study show that service quality, reliability, convenience, and the customers' experience have a positive impact on the customers' satisfaction at the Island Sea Gasoline Station. This study we also conclude that in the gasoline industry, fuel quality is not the only factor that affects the customer

satisfaction, but the service, delivery efficiency and reliability too.

1. **Customer Diversity and Community Relationship.** Based on the results of the survey we gather, the gasoline station probably has a wide variety of customers. The 52 respondents included 39 students (75%), 11 from other occupations (21.2%), 1 jeepney driver (1.9%), and 1 pump attendant (1.9%). The number of customers that return to the gasoline station frequently—34 respondents (65.4%) who visit daily or twice a week—may indicate that the gasoline station has a good relationship with the surrounding community. Additionally, 45 respondents (86.5%) spending ₱50-₱100 per transaction suggests regular, habitual patronage rather than one-time visits.
2. **Accessibility and Patronage.** Accessibility also affects the patronage of the consumers. The Island Sea Gasoline Station has a very planned location. All 52 respondents (100%) indicated that the station is accessible to them, with 0 respondents (0%) indicating inaccessibility. It is also very accessible to the customers, especially the 17 male respondents (32.7%) and 35 female respondents (67.3%) who are motorists needing an efficient place to get fuel. This universal accessibility supports the high visit frequency observed among respondents.
3. **Fuel Preferences and Economic Patterns.** Variations in fuel preference, refueling frequency, and spending patterns reflect differences in customer usage and economic capacity. Table 6 shows 24 respondents (46.2%) prefer Premium, 19 (36.5%) prefer Diesel, 8 (15.4%) prefer Super 93, and 1 (1.9%) prefers Kerosene. The table 12 reveals 22 respondents (42.3%) visit twice a week, and 12 (23.1%) visit daily, 17 (32.7%) visit only if necessary, and 1 (1.9%) visit monthly. Combined with Table 14 showing 45 respondents (86.5%) spending ₱50-₱100, 7 (13.5%) spending ₱200-₱300, and 0 (0%) in higher brackets, these findings provide valuable insights for management in planning inventory, pricing strategies, and service enhancements for the 43 respondents (82.7%) who prefer Premium and Diesel.
4. **Service Quality Gaps.** Analysis of 21 customer suggestions (Table 15) reveals priority areas: 6 respondents (28.6%) cite Reliability issues (air pump functionality), 5 respondents (23.8%) each emphasize

Responsiveness (staffing) and Empathy (friendliness), and 3 respondents (14.3%) require Tangibles upgrades (comfort room facilities). These gaps directly affect the 8 unsatisfied respondents (15.4%) for Air Service and 11 unsatisfied respondents (21.2%) for Comfort Room.

Overall, this study concludes that the customer satisfaction at Island Sea Gasoline Station is influenced by multiple service-related factors. The high frequency of visits was (34 respondents, 65.4%), universal accessibility approval was (52 respondents, 100%), and strong satisfaction with Customer Services (50-51 respondents, 96-98%) demonstrate successful service delivery. However, the low level of the satisfaction with Comfort Rooms (41 respondents, 78.8%) indicates a critical area requiring immediate attention to prevent dissatisfaction among the 11 affected respondents (21.2%) from undermining overall customer loyalty.

## VI. CONCLUSION

Based on the data gathered from respondents, most customers expressed satisfaction with the services of Island Sea Gasoline Station. However, several priority areas for improvement were identified. Reliability was considered the most critical concern, particularly regarding equipment functionality—such as the air pumping station—and service consistency. Responsiveness and empathy were also identified as important factors, with the majority of respondents highlighting issues related to staffing shortages, service delays during peak hours, and the need for more attentive and friendly staff.

Additionally, some respondents indicated price sensitivity as a factor influencing their satisfaction and loyalty, while others emphasized the need for improvements in infrastructure, including air pumps, parking space, and cleanliness of the facilities. Assurance was identified as the weakest dimension, suggesting a need for further staff training to improve customer confidence. Overall, addressing these concerns through improved equipment maintenance, better staffing management, and enhanced customer service will help strengthen customer satisfaction and loyalty toward the gasoline station.

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