

There's a Whisk, There's a Way: The Customer Satisfaction on the Bakery Business in Lantapan

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Abstract

This study assessed the Customer Satisfaction of the Bakery Business in Lantapan. This study was conducted in the two bakeries namely the Madelicious Bakeshop and Antig Bakery located in the Lantapan district, Division of Bukidnon. Involved in the study were the twenty (20) respondents of which ten (10) of them are from Madelicious Bakeshop and the other ten (10) respondents are from Antig Bakery. The descriptive-correlational research method was employed. The availability sampling method was used to identify the respondents and gather data from them. A standardized questionnaire such as a demographic profile and the Customer Satisfaction Questionnaire by Fred Reichheld Brain and Company was used as data gathering tools. The mean, standard deviation, and one-way ANOVA were used to analyze data.

The findings revealed that the respondents buy bakery products in the two bakeries chosen by the researchers. The demographic profiles of customers in Madelicious Bakeshop and Antig Bakery reveal interesting insights into their customer bases. Both bakeries cater to diverse groups in terms of relationship status, educational attainment, and employment status. Both Madelicious Bakeshop and Antig Bakery exhibit satisfactory customer satisfaction levels. The findings emphasize the importance of product quality, pricing, and customer loyalty in the bakery business. The level of satisfaction of the respondents who buy bread is an important factor in the bakery's progress. The researchers found that there is no significant relationship between the level of satisfaction across variables.

Keywords: Bakery Products, Business, Customer Satisfaction, Bakeshop, Services

1. Introduction

In today's businesses, the evolution of the baking industry has created a changing scenario. Everyone has witnessed the progress in the baking industry due to the increasing number of customers seeking for a high-quality baked goods (Martinez et al., 2019). Despite the competitive landscape of the business sector, ensuring customer satisfaction has become a fundamental aspect of running a bakery business, as it directly impacts customer loyalty, brand reputation, and overall business growth.

Through the years, the baking industry faced numerous challenges such as the widespread pandemic and meeting customer expectations. These challenges include maintaining consistent product quality, addressing specific dietary requirements, managing

customer preferences, providing exceptional services, and creating memorable experiences (Jones & Brown, 2018). Customer satisfaction, being a key determinant of business success, demands a comprehensive understanding of these challenges and the implementation of effective strategies to overcome them.

In the study of Chen and Wang (2021), they emphasized that a bakery business is an establishment that produces and sells flour-based food baked in an oven such as bread, cookies, cakes, cupcakes, toasted bread, pies, etc. A business like this obtains customer satisfaction by maintaining cleanliness, making delicious bakery products, and being courteous of the staff. Customer satisfaction focuses on customers' perceptions of their purchase experience on a business they visited.

Previous studies have explored various aspects of customer satisfaction in the bakery business. Some studies have focused on the influence of product quality, flavor profiles, and ingredient transparency on customer satisfaction (Nindiani et al., 2018). Others have examined the impact of customer service, ambiance, and convenience factors on overall customer experience (Johnson & Davis, 2017). While these studies have contributed valuable insights, there remains a need for a holistic approach that encompasses all critical elements affecting customer satisfaction in the bakery industry.

According to Dettori et al. (2020), he stated that with the imitation of new features and the increase in the number of new offers, customers have acquired new choices that made them more price-sensitive. Business owners use different customer-oriented strategies to stand out in the competition and gain more customers. The business proprietors, recognizing this shift, have adopted diverse customer-centric strategies to distinguish themselves in the competitive market and attract a broader customer base (Smith, 2018).

1.1 Importance of Customer Satisfaction in the Baking Industry

Customer satisfaction, often abbreviated as CSAT, is a crucial concept in business especially in marketing. It serves as a metric to gauge how well a company's products and services align with or exceed customer expectations. Simply put, it measures the number or percentage of customers whose reported experiences with a company, its products, or its services surpass specified satisfaction goals. In a survey involving nearly 200 senior marketing managers, 71 percent expressed that they find customer satisfaction metrics highly valuable in managing and monitoring their businesses. This metric is widely recognized as a key performance indicator within a company and is frequently included in a balanced scorecard.

Customer satisfaction is the key in gaining customer loyalty since customers are the most important in business. Customers are loyal to a brand based on their information about that brand or product. Consumers usually judge price and service quality. Ensuring customer satisfaction is fundamental for the success of any business, as it contributes to customer loyalty and overall business advancement. Moreover, customer satisfaction serves as a reliable indicator of a customer's likelihood to make a purchase, their intentions, and their loyalty to the products or services being offered (Smith, 2021).

1.2 Challenges in Achieving Customer Satisfaction

Despite its importance, achieving customer satisfaction in the baking industry is not without challenges. Bakery businesses face various obstacles, including maintaining consistent product quality, addressing specific dietary requirements, managing customer preferences,

providing exceptional service, and creating memorable experiences (Jones & Brown, 2018). Overcoming these challenges requires a comprehensive understanding of customer expectations and the implementation of effective strategies tailored to meet their needs.

Customer complaints, on the other hand, Patel et al. (2019) emphasized that these complaints are indicators of low customer satisfaction which became the reason why people don't patronize a business establishment. Business owners must ensure that these complaints are addressed, monitor, and maintain good services to customers. This is because satisfactory complaint resolution is a very important factor for continued customer retention or patronization (Narayan et al., 2021).

The study by Garcia (2020) entitled, "Understanding Customer Satisfaction in Evolving Markets" found that it's crucial to know that the absence of complaints does not indicate a high level of customer satisfaction. This highlights the complex nature of customer satisfaction in the dynamic context of the evolving baking industry. That's why bakers and bakeshop owners ensure that the level of customer satisfaction is high to have a progressive business. It is because dealing with customers is the key to the business success (Wang, 2016).

Bakery businesses have relied on the differentiation of products and services to retain customers' satisfaction. In the study of Brown & Jones (2017), they found that customers make purchase decisions based on their individual needs and interests. They connect specific features of a product or service with its overall characteristics, forming a basis for their buying choices. Additionally, the affordability of a product or service is considered a crucial factor in achieving customer satisfaction.

According to Illieska (2016), customers choose products based on their unique needs and preferences. They assess specific features concerning the overall qualities of a product or service, influencing their decision-making process. When customers have certain expectations about a product or service, their satisfaction levels are influenced by whether those expectations are met or exceeded. If a business consistently meets or exceeds customer expectations, it is more likely to achieve higher levels of customer satisfaction. Furthermore, the affordability of a product or service emerges as a key component in ensuring customer satisfaction (Chen & Wang, 2021).

Another study by Jones and Garcia (2020), stated that customer acceptance and personnel's pleasing personality can get customer loyalty. Dealing with customers in a good way plays a big role in the business since customers are said to be the priority to achieve success. In addition, several studies found that personal hygiene and product quality contributed a lot to obtaining customer satisfaction which leads to customer patronage.

Numerous research studies have shown that customer satisfaction is an important topic for food service managers. Customer satisfaction is the area where it focuses on customers' perception of product experience. It is a measure of how products and services are supplied by a company and customers' expectations. The most important factors to reach customer satisfaction level are the food and service quality, treatment, value, cleanliness, and preparedness product pricing is also a concern (Andrushkiv, 2022).

The researchers find it interesting to conduct a study on customer satisfaction in the bakery business in Lantapan. The customers are said to be the most important in every bakery business because of their loyalty to the services provided by different business establishments. The researchers want to explore the world of business and learn how to gain more customers.

As the aroma of freshly baked goods wafts through the streets, this research seeks to unravel the various factors contributing to customer satisfaction in local bakery establishments. While the bakery business in Lantapan thrives, a notable research gap exists in understanding the specific elements that drive or hinder customer satisfaction within this unique setting (Divakaran, 2021). Lantapan, known for its rich cultural heritage and warm hospitality, provides an ideal backdrop to explore the dynamics of customer experiences within the context of bakery businesses.

This research aims to explore and understand the level of customer satisfaction in the bakery business by identifying the demographic profile of the customers who buy bakery products. Through this, the researchers can also determine if the demographic profile has something to do with the level of satisfaction among customers. Also, the study aims to bridge the existing knowledge gap by consolidating previous research findings and exploring additional dimensions that contribute to customer satisfaction.

Furthermore, this study aims to bridge the existing gap by understanding the nuances of customer satisfaction through a comprehensive lens that includes the quality of baked products, customer service, pricing, and ambiance within Lantapan's diverse bakery landscape. By employing a rigorous research framework, encompassing surveys, interviews, and observational methods, we intend to uncover valuable insights into the preferences, expectations, and overall satisfaction of bakery patrons. This study determined the customer satisfaction of the bakery business in Lantapan, Municipality of Lantapan. Specifically, this study answered the following questions:

1. What is the demographic profile of the respondents?
2. What is the level of satisfaction among the customers?
3. Is there any relationship between the level of satisfaction across variables?

This study may provide valuable information on different bakery businesses and their importance to customers. It can improve customer loyalty and protect revenue and profitability. Also, it can guide them in planning for their bakery business to prove a high quality of services to their customers. They can design surveys to find out how well your products meet customer's needs or how satisfied they are with different aspects of the service you offer. This study will serve as a guide to them to help their owners in food processing and provide services for the customers to patronize their bakery.

Furthermore, the study will help them improve or maintain the way they do their job. This study will provide information to them and it will serve as a guide for them when they plan to run a bakery business in the future. And allows helps the management with future planning and decision-making in the long term. This helps to identify their market share in concrete equipment, improve their standards and increase sales volume in the future.

2. Methodology

2.1 Respondents

This study was conducted in the municipality of Lantapan in the Province of Bukidnon. The municipality is composed of 12 bakeries, 6 of these bakeries were located in Barangay Poblacion while the other 6 bakeries were located in the different Barangays in Lantapan. The researchers chose only 2 bakeries located at Poblacion since it is a populated area and bakery owners are approachable that's why most customers visit the said bakeries.

Barangay Poblacion is the place where the market and bus terminal are located so there are many people in this place.

The availability sampling method was used to identify the respondents and gather information from them. It is where twenty (20) respondents were selected, ten (10) respondents from Madelicious Bakeshop and another ten (10) respondents from Antig Bakery. The respondents of the study are the customers in Poblacion, Lantapan District, particularly those customers who will buy bakeries products. Customers who actively buy the product were purposely chosen as the respondents of the study.

2.2 Research Design

A quantitative, survey research design is crucial when conducting a research on customer satisfaction because it aligns with the objectives and variables of the research and involves collecting data through questionnaires or surveys. This research design enables researchers to calculate mean scores and other numerical data to summarize the level of customer satisfaction within the sample, facilitating comparisons and interpretation of findings. Also, the descriptive-correlational research method was employed since it allows the collection of reliable and valid data, exploration of various dimensions of customer satisfaction, and evidence-based conclusions. That's why the design was chosen as a means to assess customer satisfaction in the Municipality of Lantapan specifically in the two bakeries where the study was conducted.

Utilizing this type of research design offers several benefits, including objectivity, replicability, and generalizability of a study. This is because it minimizes subjective biases by collecting data in a systematic and standardized manner, using standardized measurement tools and statistical analysis techniques. It also increases the replicability of the study, allowing other researchers to validate and build upon the findings about customer satisfaction. A quantitative survey design enables researchers to investigate customer satisfaction across different populations, age groups, and cultural backgrounds, enhancing the generalizability of the findings and contributing to a broader understanding of the concept.

2.3 Instrument

The instrument used in this study was a standardized questionnaire such as a demographic profile, and the Customer Satisfaction Questionnaire by Fred Reichheld Brain and Company was used as a data gathering tool. The questionnaire was intended to gather quantitative data from a diverse sample of respondents to gain comprehensive insights into customer satisfaction in the two bakeries.

As a preliminary step, the survey questionnaire underwent pilot testing with a Cronbach alpha of 0.973 which indicates that the said questionnaire is highly reliable. The mean and standard deviation were used to find the level of customer satisfaction in the bakery business. The regression correlation was utilized to determine the relationship between the level of satisfaction across variables. Also, a frequency tally will be utilized to analyze the demographic profile of each of the respondents.

The researcher requested some time to discuss with the customer about the questionnaire. This was done to avoid misconceptions about the statements found in the questionnaire. The researcher personally distributed the questionnaire to the respondents. Before the conduct of the research instrument, the respondents were informed of the intent of the study. The accomplished questionnaire was recorded, presented and analyzed by applying

the appropriate treatment of the data.

2.4 Statistical Analysis

Investigating customer satisfaction requires time and effort since to obtain an accurate result, an appropriate scoring procedure was employed. To find out the customer satisfaction among bakery businesses in Lantapan the 5 CSAT scale was utilized. Answer choices are graded on a scale, usually from 1 to 5 where 1 represents strongly disagree and 5 represents strongly agree. This score indicates how satisfied or dissatisfied customers are with a particular product. The higher the rating scale, the higher the customer satisfaction with the product. The lower the rating scale, the lower the customer satisfaction between the products of the bakery.

In interpreting and analyzing the data gathered from the study, the following statistical measures were employed. For problem 1, the frequency tally is used to determine the demographic profile of the respondents. For problem 2, the mean was used to determine the level of satisfaction among the customers. For problem 3, the correlation was used to determine the relationship between levels of satisfaction across variables. Also, the mean, standard deviation, and one-way ANOVA were used to analyze data. It is a statistical method used to evaluate whether there are any statistically significant differences between

3. Results

3.1 Demographic profile of the respondents

The two table below shows the demographic profile of the respondents in Madelicious Bakeshop and Antig Bakery, it was divided into three columns which are the variables, frequency, and percentage. The first column contains three variables namely: the status, educational attainment, and employment status. The second column shows the frequency tally of the respondents while the third column is the percentage which clearly shows the result of the demographic profile of the respondents who are said to be the loyal customers of the above-mentioned bakeries.

Table 1: Demographic Profile of the Respondents in Madelicious Bakeshop

Variables	Frequency	Percentage
STATUS		
Single	4	40%
Married	4	40%
Widow	1	10%
Separated	1	10%
EDUCATIONAL ATTAINMENT		
Elementary Graduate	6	60%
High School Graduate	4	40%
College Graduate	0	0%
EMPLOYMENT STATUS		
Employed	3	30%
Unemployed	5	50%

Self-Employed	1	10%
Student	1	10%

Table 1 presents the demographic profile of the respondents in Madelicious Bakeshop where the three variables: status, educational attainment, and employment status were shown. They showed if you finished school or had a job. Most of the people who buy baked products like bread, cakes, cookies, brownies, tarts, and the like from Madelicious Bakeshop are single or married. Each of these two got the highest percentage of 40% while widows and people who are separated each made up 10% of the responses. This shows that the people who buy products from Madelicious Bakeshop are not all single or married but most of them have the said status. This implies a diverse customer base in terms of relationship status.

Then, we have the second variable - education level. About 60% of those who buy bread are elementary school graduates while only 40% have finished high school. It indicates that the products appeal to a range of educational backgrounds, with a notable preference among those with basic schooling. This means that bakery goods are for everyone no matter how much schooling they've had. The result also shows that Filipinos enjoy eating baked foods a lot.

Lastly, in this third part, people who had no job got the highest percentage of 50% which means many customers who buy bakery products are unemployed. However, students and self-employed people each show up as a share of 10% among respondents which shows that most of the respondents are customers are unemployed than those who are employed individuals. This indicates that the bakery may attract more customers with leisure time or flexible schedules.

The result shows that different people with various relationship status, educational attainment, and employment status might enjoy the bread from Madelicious Bakeshop. This could mean that their bread sales are low-cost and simple to obtain for a lot of people. Some studies about what people buy, like those by Kotler and Keller (2016), have shown that how much someone likes something can change a lot based on their financial situation. People who have different kinds of relationships, school education, and work situations might want to use products in separate ways.

Many people who buy bakery products at Madelicious Bakeshop usually have elementary or high school knowledge. This shows that the bakeshop needs to make some changes or adjustments in selling bakery products so that it can better connect with these people. They could use simple and easy-to-get messages to show the good things about their bread goods. Talking to people with basic or high school education needs easy and simple talking (Doe and Johnson, 2020).

A study by Shimp (2019), shows that using easy-to-get messages is very important when talking to people with less education. Changing the ads to connect with this group can make the brand more popular and increase the chances of getting people on board. The high number of unemployed customers might show the economy where Madelicious Bakeshop is located. This means that how much something costs and getting good worth for the money might be big thoughts for these customers. The bakery may need to adjust its prices and marketing ideas due to this matter because the state of the economy greatly affects what people buy.

According to Mankiw and Taylor (2014) they emphasized that in times of low economic status or high unemployment rates, people usually care more about the cost. Making price changes and providing benefits that meet the needs of money-saving customers could be a good way to increase sales and ensure customer satisfaction.

Table 2: Demographic Profile of the Respondents in Antig Bakery

Variables	Frequency	Percentage
STATUS		
Single	8	80%
Married	2	20%
Widow	0	0%
Separated	0	0%
EDUCATIONAL ATTAINMENT		
Elementary Graduate	5	50%
High School Graduate	5	50%
College Graduate	0	0%
EMPLOYMENT STATUS		
Employed	1	10%
Unemployed	4	40%
Self-Employed	4	40%
Student	1	10%

There were three main variables presented in the table namely: status, educational attainment, and employment status. Each variable is divided into either three or four indicators. On the first variable which is the status, there were 80% of the respondents were single and 20% were married. This indicates that the bakery's customer base primarily consists of single individuals, with a smaller portion being married.

Next, the second variable, the respondents' educational attainment shows an equal distribution between high school graduates and elementary graduates, with both categories comprising 50% of the sample. This indicates that the bakery's customer base has a relatively lower level of formal education. Lastly, the employment status there were both 40% of the respondents were unemployed and self-employed. This indicates that the bakery's customers come from diverse employment backgrounds, including individuals who are currently employed, unemployed, self-employed, or students. This implies that the bakery attracts more customers who have more flexible schedules or leisure time than individuals who work in some companies.

Based on the results of the respondents' demographic profile, the bakery could tailor its marketing efforts to attract and cater to the preferences of single individuals. Additionally, considering the relatively low level of formal education among the customer base, the bakery could design marketing materials that are straightforward and easily understandable. Another study by Solomon (2019) shows that knowing what kind of people customers are—like their hobbies or beliefs is important for creating good marketing plans. This can help make successful ads and reach out to different groups of customers.

Another study by Garcia and Patel (2018), they highlighted that the bakery could consider offering a range of products and services that appeal to customers with different employment status. For example, providing special discounts or promotions for students or introducing flexible workday options for employed individuals could help attract and retain customers from these segments.

3.2 Level of Satisfaction Among Customers

The tables below show the level of satisfaction among customers in Madelicious Bakeshop and Antig Bakery located in Poblacion, Lantapan, Bukidnon. It was divided into four columns which are the indicators, mean, descriptive rating, and quantitative interpretation that present the data collected by the researchers.

Table 3: Level of Satisfaction of the Customers in Madelicious Bakeshop

Indicators	Mean	Descriptive Rating	Quantitative Interpretation
I am satisfied with the bakery I choose.	4.90	Strongly Agree	Very Satisfied
It's hard for me to visit other bakeries.	4.40	Strongly Agree	Very Satisfied
I am pretty certain that I made a decision about which bread to select.	4.30	Strongly Agree	Very Satisfied
I am pretty sure that one of the bakeries that I did not choose would have been equal to or better than the bakery I choose.	3.30	Moderately Agree	Moderately Satisfied
If I could do it over again, I'd buy a different product from another bakery.	3.10	Moderately Agree	Moderately Satisfied
How would you rate this bakery?	3.00	Moderately Agree	Moderately Satisfied
Overall, the value of bakery services compared with price said.	2.90	Moderately Agree	Moderately Satisfied
I feel confused in buying bread.	2.80	Moderately Agree	Moderately Satisfied
Overall Mean	3.58	Agree	Satisfied

Legend

Scale	Range	Descriptive Rating	Quantitative Interpretation
1	1.00-1.80	Strongly Disagree (SD)	Not Satisfied
2	1.81-2.60	Disagree (D)	Slightly Satisfied
3	2.61-3.40	Moderately Agree (MA)	Moderately Satisfied
4	3.41-4.20	Agree (A)	Satisfied
5	4.21-5.00	Strongly Agree (SA)	Very Satisfied

As shown in Table 3, the level of satisfaction among customers in Madelicious Bakeshop has an overall mean of 3.58. The indicator that got the highest mean of 4.90 is “I am satisfied with the bakery I choose” with a descriptive rating of strongly agree which means that the customers are very satisfied with the bakery products they buy from the above-mentioned bakery. Indicator 2 got the second-highest mean of 4.40 which has something to do with customer loyalty since it says “It’s hard for me to visit other bakeries.” The said indicator has a descriptive meaning of strongly agree that was interpreted as customers are very satisfied with the products and services that Madelicious Bakeshop offered to them.

However, indicator 8 which says “I feel confused in buying bread” got the lowest mean of 2.80 with a descriptive rating of moderately agree and implies that the customers are moderately satisfied. With this, the researchers found that customers usually buy bakery products without hesitation or confusion. It shows that the customers patronize this bakery since they are satisfied with the bakery products sold by the said bakeshop.

Based on the result, the customers patronize a business once their needs and the quality of products and services offered are good. The data gathered from the customers in Madelicious Bakeshop proves that customer satisfaction is said to be the most important factor in having a progressive business. Since it is an attitude towards a product provider to the difference between what customers expect and what they actually receive regarding the fulfillment of their needs in a particular business.

When customer satisfaction once achieved by a product provider it leads to loyalty and retention of customers. That’s why some of the business owners conduct surveys to know the customers’ needs including their preferred products and also to know the customers’ suggestions on the business they established (Smith, 2019).

Table 4: Level of Satisfaction of the Customers in Antig Bakery

Indicators	Mean	Descriptive Rating	Quantitative Interpretation
I am satisfied with the bakery I choose.	4.00	Agree	Satisfied
I am pretty certain that I made a decision about which bread to select.	3.70	Agree	Satisfied
I feel confused in buying bread.	3.60	Agree	Satisfied
I am pretty sure that one of the bakeries that I did not choose would have been equal to or better than the bakery I choose.	3.60	Agree	Satisfied
If I could do it over again, I’d buy a different product from another bakery.	3.60	Agree	Satisfied
It’s hard for me to visit other bakeries.	3.50	Agree	Satisfied

How would you rate this bakery?	2.80	Moderately Agree	Moderately Satisfied
Overall, the value of bakery services compared with price said.	2.60	Disagree	Slightly Satisfied
Overall Mean	3.42	Agree	Satisfied

Legend

Scale	Range	Descriptive Rating	Quantitative Interpretation
1	1.00-1.80	Strongly Disagree (SD)	Not Satisfied
2	1.81-2.60	Disagree (D)	Slightly Satisfied
3	2.61-3.40	Moderately Agree (MA)	Moderately Satisfied
4	3.41-4.20	Agree (A)	Satisfied
5	4.21-5.00	Strongly Agree (SA)	Very Satisfied

As shown in Table 4, the level of satisfaction among customers in Antig Bakery has an overall mean of 3.42. The indicator that got the highest mean of 4.00 is “I am satisfied with the bakery I choose” with a descriptive rating of agree which means that the customers are satisfied with the bakery products they buy from the above-mentioned bakery. Indicator 2 got the second-highest mean of 3.70 which has something to do with satisfaction of the product offered by Antig Bakery since it says “I am pretty certain that I made a decision about which bread to select.” The said indicator has a descriptive meaning of agree that was interpreted as customers are satisfied with the products and services that the said bakery has offered to their customers.

However, indicator 8 which says “Overall, the value of bakery services compared with price said” got the lowest mean of 2.60 with a descriptive rating of moderately agree and implies that the customers are moderately satisfied with the bakery products they have purchased. With this, the researchers found that customers usually buy bakery products like bread based on their price. It shows that the customers patronize this bakery since they are satisfied with the bakery products sold by the said bakeshop and it is more affordable than the other bakeries.

Based on the result, it shows that the products of Antig Bakery are qualified to the ideal products of the customers. Also, the price of their bread as well as the location of the said bakery became the factor why customers buy bakery products. The data gathered from the customers proves that customer satisfaction is said to be the most important factor in having a progressive business. As a support, Lee et al. (2020), found that product quality, price, and location became the primary concern when it comes to customer satisfaction. If the customers are satisfied, existing customers will have positive word of mouth which generates publicity and make referrals.

According to Johnson (2020), customer support is considered as one of the main data channels for customer satisfaction and a way to increase customer retention for business progress where it depends on the service provided. It differs depending on the product or services offered by a business establishment. A customer may be satisfied with a product or service, experience, purchase, decision, salesperson, store, service provider, or an attribute that greatly influences customers' expectations.

3.3 Relationship Between the Level of Satisfaction Across Variables

The tables below shows the relationship between the level of satisfaction across variables in Madelicious Bakeshop and Antig Bakery located in Poblacion, Lantapan, Bukidnon. It was divided into six columns which are the source, DF (Degrees of Freedom), SS (Sum of Squares), MS (Mean Square), F (F-statistic), and P (p-value) that presents the data collected by the researchers.

Table 5: Relationship between Level of Satisfaction and Status of Respondents in Madelicious Bakeshop

Source	DF	SS	MS	F	P
Status	3	0.94	0.31	3.07	0.11
Error	6	0.61	0.10		
Total	9	1.56			

Note: Tested at 95% confidence level

Table 5 shows the relationship between the level of satisfaction and the status of the respondents in Madelicious Bakeshop. The first column indicates the different sources of variation in the data. In this case, there are two sources: "Status" and "Error" which include individual differences of customers in Madelicious Bakeshop. The second column is DF which represents the degrees of freedom associated with each source of variation. The third one is SS which represents the measure of the total variability in the data. For "Status," it's 0.94, and for "Error," it's 0.61.

The fourth column is MS which is calculated by dividing the SS by the DF. For "Status" it's 0.31, and for "Error," it's 0.10. The fifth column is the F-statistic which is calculated by dividing the MS for "Status" by the MS for "Error." In this case, it is 3.07 which indicates that there is some evidence of a relationship between the level of satisfaction and the status of respondents in Madelicious Bakeshop. Lastly, the P-value is a measure of the evidence against a null hypothesis. In this case, the p-value associated with the F-statistic is 0.11.

Based on the statistical analysis, the responses of the respondents were reliable and relevant to the study since it has a P-value of 0.11 tested in the 95% confidence level. This means that there is a 95% probability that the observed relationship between status and satisfaction is not due to random chance. However, since the p-value is greater than 0.05, there is not enough evidence to conclude a statistically significant relationship. This indicates that there's no significant relationship between the level of satisfaction and the status of the respondents in the said bakery.

Table 6: Relationship between Level of Satisfaction and Educational Attainment of Respondents in Madelicious Bakeshop

Source	DF	SS	MS	F	P
Educational Attainment	2	0.50	0.25	1.66	0.25
Error	7	1.06	0.15		
Total	9	1.56			

Note: Tested at 95% confidence level

Table 6 shows the relationship between the level of satisfaction and the educational attainment of the respondents in Madelicious Bakeshop. The first column indicates the different sources of variation in the data. In this case, there are two sources: "Educational Attainment" and "Error" which include individual differences of customers in Madelicious Bakeshop. The second column is DF which represents the degrees of freedom associated with each source of variation. The third one is SS which represents the measure of the total variability in the data. For "Educational Attainment" it's 0.50, and for "Error," it's 0.06.

The fourth column is MS which is calculated by dividing the SS by the DF. For "Educational Attainment" it's 0.25, and for "Error," it's 0.15. The fifth column is the F-statistic which is calculated by dividing the MS for "Educational Attainment" by the MS for "Error." In this case, it is 1.66 which indicates that there is some evidence of a relationship between the level of satisfaction and the educational attainment of respondents in Madelicious Bakeshop. Lastly, the P-value is a measure of the evidence against a null hypothesis. In this case, the p-value associated with the F-statistic is 0.25.

Based on the statistical analysis, the responses of the respondents were reliable and relevant to the study since it has a P-value of 0.25 tested in the 95% confidence level. This means that there is a 95% probability that the observed relationship between educational attainment and satisfaction is not due to random chance. However, since the p-value is greater than 0.05, there is not enough evidence to conclude a statistically significant relationship. This indicates that there's no significant relationship between the level of satisfaction and the educational attainment of the respondents in Madelicious Bakeshop.

Table 7: Relationship between Level of Satisfaction and Employment Status of Respondents in Madelicious Bakeshop

Source	DF	SS	MS	F	P
Employment Status	3	0.13	0.04	0.19	0.89
Error	6	1.42	0.23		
Total	9	1.56			

Note: Tested at 95% confidence level

Table 7 shows the relationship between the level of satisfaction and the employment status of the respondents in Madelicious Bakeshop. The first column indicates the different sources of variation in the data. In this case, there are two sources: "Employment Status" and "Error" which include individual differences of customers in Madelicious Bakeshop. The second column is DF which represents the degrees of freedom associated with each source of variation. The third one is SS which represents the measure of the total variability in the data. For "Employment Status," it's 0.13, and for "Error," it's 1.42.

The fourth column is MS which is calculated by dividing the SS by the DF. For "Employment Status" it's 0.04, and for "Error," it's 0.23. The fifth column is the F-statistic which is calculated by dividing the MS for "Employment Status" by the MS for "Error." In this case, it is 0.19 which indicates that there is some evidence of a relationship between the level of satisfaction and the employment status of respondents in Madelicious Bakeshop. Lastly, the

P-value is a measure of the evidence against a null hypothesis. In this case, the p-value associated with the F-statistic is 0.89.

Based on the statistical analysis, the responses of the respondents were reliable and relevant to the study since it has a P-value of 0.89 tested in the 95% confidence level. This means that there is a 95% probability that the observed relationship between status and satisfaction is not due to random chance. However, since the p-value is greater than the conventional threshold of 0.05, there is not enough evidence to conclude a statistically significant relationship. This indicates that there's no significant relationship between the level of satisfaction and the employment status of the respondents in the said bakery.

Table 8: Relationship between Level of Satisfaction and Status of Respondents in Antig Bakery

Source	DF	SS	MS	F	P
Status	1	0.56	0.50	2.20	0.11
Error	8	1.84	0.23		
Total	9	2.35			

Note: Tested at 95% confidence level

Table 8 shows the relationship between the level of satisfaction and the status of the respondents in Antig Bakery. The first column indicates the different sources of variation in the data. In this case, there are two sources: "Status" and "Error" which include individual differences of customers in Antig Bakery. The second column is DF which represents the degrees of freedom associated with each source of variation. The third one is SS which represents the measure of the total variability in the data. For "Status," it's 0.56, and for "Error," it's 1.84.

The fourth column is MS which is calculated by dividing the SS by the DF. For "Status" it's 0.50, and for "Error," it's 0.23. The fifth column is the F-statistic which is calculated by dividing the MS for "Status" by the MS for "Error." In this case, it is 2.20 which indicates that there is some evidence of a relationship between the level of satisfaction and the status of respondents in Antig Bakery. Lastly, the P-value is a measure of the evidence against a null hypothesis. In this case, the p-value associated with the F-statistic is 0.11.

Based on the statistical analysis, the responses of the respondents were reliable and relevant to the study since it has a P-value of 0.11 tested in the 95% confidence level. This means that there is a 95% probability that the observed relationship between status and satisfaction is not due to random chance. However, since the p-value is greater than 0.05, there is not enough evidence to conclude a statistically significant relationship. This indicates that there's no significant relationship between the level of satisfaction and the status of the respondents in Antig Bakery.

Table 9: Relationship between Level of Satisfaction and Educational Attainment of Respondents in Antig Bakery

Source	DF	SS	MS	F	P
Educational Attainment	1	0.15	0.15	0.57	0.47
Error	8	2.19	0.27		
Total	9	2.35			

Note: Tested at 95% confidence level

Table 9 shows the relationship between the level of satisfaction and the educational attainment of the respondents in Antig Bakery. The first column indicates the different sources of variation in the data. In this case, there are two sources: "Educational Attainment" and "Error" which include individual differences of customers in Antig Bakery. The second column is DF which represents the degrees of freedom associated with each source of variation. The third one is SS which represents the measure of the total variability in the data. For "Educational Attainment" it's 0.15, and for "Error," it's 2.19.

The fourth column is MS which is calculated by dividing the SS by the DF. For "Educational Attainment" it's 0.15, and for "Error," it's 0.27. The fifth column is the F-statistic which is calculated by dividing the MS for "Educational Attainment" by the MS for "Error." In this case, it is 0.57 which indicates that there is some evidence of a relationship between the level of satisfaction and the educational attainment of respondents in Antig Bakery. Lastly, the P-value is a measure of the evidence against a null hypothesis. In this case, the p-value associated with the F-statistic is 0.47.

Based on the statistical analysis, the responses of the respondents were reliable and relevant to the study since it has a P-value of 0.47 tested in the 95% confidence level. This means that there is a 95% probability that the observed relationship between educational attainment and satisfaction is not due to random chance. However, since the p-value is greater than 0.05, there is not enough evidence to conclude a statistically significant relationship. This indicates that there's no significant relationship between the level of satisfaction and the educational attainment of the respondents in Antig Bakery.

Table 10: Relationship between Level of Satisfaction and Employment Status of Respondents in Antig Bakery

Source	DF	SS	MS	F	P
Employment Status	3	0.57	0.19	0.64	0.61
Error	6	1.77	0.29		
Total	9	2.35			

Note: Tested at 95% confidence level

Table 10 shows the relationship between the level of satisfaction and the employment status of the respondents in Antig Bakery. The first column indicates the different sources of variation in the data. In this case, there are two sources: "Employment Status" and "Error" which include individual differences of customers in Antig Bakery. The second column is DF

which represents the degrees of freedom associated with each source of variation. The third one is SS which represents the measure of the total variability in the data. For "Employment Status," it's 0.57, and for "Error," it's 1.77.

The fourth column is MS which is calculated by dividing the SS by the DF. For "Employment Status" it's 0.19, and for "Error," it's 0.29. The fifth column is the F-statistic which is calculated by dividing the MS for "Employment Status" by the MS for "Error." In this case, it is 0.64 which indicates that there is some evidence of a relationship between the level of satisfaction and the employment status of respondents in Antig Bakery. Lastly, the P-value is a measure of the evidence against a null hypothesis. In this case, the p-value associated with the F-statistic is 0.61.

Based on the statistical analysis, the responses of the respondents were reliable and relevant to the study since it has a P-value of 0.61 tested in the 95% confidence level. This means that there is a 95% probability that the observed relationship between status and satisfaction is not due to random chance. However, since the p-value is greater than the conventional threshold of 0.05, there is not enough evidence to conclude a statistically significant relationship. This indicates that there's no significant relationship between the level of satisfaction and the status of the respondents in the said bakery.

4. Discussions

Most people who go to Madelicious Bakeshop are single or married, with many having basic schooling. A lot of people without jobs might mean the local economy is affecting them. This could help the bakery change how they sell things and market to save money, and maybe get more customers who care about their spending. Also, Madelicious Bakeshop has high scores in loyalty-related indicators implying a satisfactory level of customer satisfaction. The low score in the confusion indicator suggests an efficient decision-making process by customers. The business should focus on maintaining high-quality products and services to sustain customer satisfaction.

Antig Bakery, on the other hand, mainly brings in single people who have a lower level of school training. Different jobs of customers give the bakery a chance to make its food and pricing deals for various groups. They can offer special prices for students or have flexible choices that can fit into people's schedules better. Antig Bakery maintains a satisfactory level of customer satisfaction and garnered positive responses to product-related indicators highlighting the bakery's success in meeting customer preferences. The lower score for the value of services compared to price indicates a potential area for improvement in pricing strategies. Emphasizing the quality of products and competitive pricing can enhance customer satisfaction and loyalty.

According to Jones & Brown (2020), customers were motivated to buy bakery products through a pricing policy in which bakery owners sell products to buy bakery products at an affordable price. Also, through the design of bakery products customers became interested in buying and patronizing the products they offered. The staff's pleasing personality became also the essential factor why customers buy products from them. Furthermore, seeking customer opinions, preferences, and suggestions is important to refine products, services, and overall customer experience. Implementing quality control measures, offering a diverse range of products to cater to specific dietary requirements, training staff to deliver exceptional customer service, creating an inviting ambiance, and leveraging technology to enhance convenience for customers (Divakaran et al., 2021).

Adopting customer-oriented strategies is essential for bakery businesses to thrive in a competitive market. By aligning their efforts with customer preferences and demands, businesses can differentiate themselves and attract a broader customer base (Smith, 2018). Some effective strategies include focusing on product quality and flavor profiles, ensuring ingredient transparency, delivering exceptional customer service, creating an inviting ambiance, and offering convenient options. Implementing these strategies can significantly enhance customer satisfaction and contribute to long-term success.

5. Conclusion and Recommendations

Based on the results and findings of the study, the researchers came up with the following conclusions: (1) The demographic profiles of customers in Madelicious Bakeshop and Antig Bakery reveals interesting insights into their customer bases. Both bakeries cater to diverse groups in terms of relationship status, educational attainment, and employment status. The location of the bakery also became a factor in gaining customer patronage. (2) Both Madelicious Bakeshop and Antig Bakery exhibit satisfactory customer satisfaction levels. The findings emphasize the importance of product quality, pricing, and customer loyalty in the bakery business.

Enhancing customer satisfaction is vital for the success of any bakery business. That is why understanding customer preferences and addressing potential areas of dissatisfaction, such as confusion in product selection is crucial since it can contribute to long-term success. (3) There is no significant relationship between the level of satisfaction and various demographic variables (status, educational attainment, and employment status). Some variables show a certain level of association, the P-values are consistently greater than the conventional threshold. Therefore, the study does not provide robust evidence to support a significant correlation between these demographic factors and customer satisfaction in Madelicious Bakeshop and Antig Bakery in Poblacion, Lantapan, Bukidnon.

Understanding the demographic profiles of customers allows both bakeries to refine their marketing strategies, potentially by adjusting messaging, pricing, and promotions to ensure satisfaction that leads to customer patronization. These insights provide a foundation for developing customer-centric approaches that can enhance customer satisfaction and loyalty. As customer satisfaction is closely linked to business progress, continual efforts to enhance customer experience and meet evolving needs are crucial for sustained growth in the competitive bakery industry. By adopting a comprehensive approach and implementing the strategies outlined, bakery owners and managers can create an environment that delights customers, fosters loyalty, and drives long-term business growth in the highly competitive bakery industry.

A bakery business like Madelicious Bakeshop and Antig Bakery should maintain cleanliness, orderliness, bread quality, and good service to the customer. This means that the staff of bakeries or even other businesses should have a pleasing personality and show good deeds to the customers in order to obtain customer loyalty. Bakery businesses should offer fair prices so that customers will patronize the bakery and make sure that products are new to avoid molds and customer complaints. They can also implement quality control measures, offering a diverse range of products to cater to specific dietary requirements, training staff to deliver exceptional customer service, creating an inviting ambiance, and leveraging technology to enhance convenience for customers.

Moreover, further research or a larger sample size may be necessary to draw more conclusive results. Future researchers or decision-makers can explore other factors that could

influence customer satisfaction and consider a larger sample size for more robust conclusions. They can also dig more into practical strategies that the baking industry can use to achieve satisfaction and customer patronage. Studying and examining product quality, flavor profiles, ingredient transparency, customer service, ambiance, and convenience factors together is better to offer a comprehensive understanding of customer satisfaction determinants.

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