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Research Article

Level of Satisfaction Towards the Services Offered by Millennium Distribution System Incorporation among Their Registered Retailers in Tangub City

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ABSTRACT

Level of satisfaction plays a crucial role in guiding the company through maintaining the loyalty of their registered retailers. This study was conducted to determine the level of satisfaction towards the services offered by Millennium Distribution System Incorporation (MDSI) among their registered retailers in Tangub City. A descriptive-quantitative research design was used. A total of 156 registered retailers using an adopted-modified survey questionnaire. The study was carried throughout the academic year 2024-2025 in the second semester. The findings revealed that registered retailers strongly agree with the services offered by the company, particularly ordering service quality and delivery service quality, which further implies a very high level of satisfaction. However, visual merchandising is the least factor that the registered retailers agreed, which further implies a high level of satisfaction. This implies that the services offered by the Millennium Distribution System Incorporation in Tangub City have their retailers' interest in mind. The study concluded that all service factors contribute to retailer satisfaction and that the company's sales agents and personnel are fulfilling their responsibilities effectively. These findings may assist MDSI in reinforcing its goal of delivering excellent and high-quality services to its registered retailers.

Keywords: *Delivery service quality, Ordering service quality, Visual merchandising*

The Problem and Its Scope

Background of the Study

In the economy, a large number of companies engaged in the consumer goods distribution sector, competing with various

strategies to provide quality services that meet customer expectations and satisfy their needs. Satisfied customers, often considered one of the key instruments for achieving company objectives, encourage their family, friends, and

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other acquaintances to purchase products or services offered by the company. Millennium Distribution System Incorporation (MDSI) was a nationally recognized professional distribution company that emphasizes quality and excellent customer service to establish healthy, long-term relationships with customers. The company promotes fairness and provides opportunities for growth while working toward achieving its goals and objectives. MDSI has built a strong partnership with Nestlé Corporation, becoming its primary distributor in 2002, a role it continues to hold today to reach a broader customer base. Founded in 1999, the company strategically operates four branches across Mindanao, located in Dipolog City, Zamboanga del Norte, Midsayap, and Tangub City. MDSI's commitment to offering affordable goods and excellent services fosters strong customer satisfaction, contributing to the company's development and enhancing its reputation.

As stated by Putra et al. (2020) studies explored the factors that impact retailer satisfaction in distributor-retailer partnerships, emphasizing how information quality and technology significantly contribute to improving supply chain flexibility, optimizing supplier relationship management, and enhancing retailer satisfaction. Additionally, essential factors influencing retailer satisfaction include sales policies, product supply, customer insights, facility support, interpersonal relationships, and sales team performance. Retailer satisfaction was an essential factor in the retail industry, shaped by various elements. In the nightwear sector, factors such as process efficiency, information availability, and the quality of retailer service positively contribute to overall satisfaction (Gopi et al., 2023). Furthermore, several factors, including pricing strategies, quality assurance, and the efficiency of distribution channels, play a vital role in influencing retailer satisfaction (Vishwas, 2023). Lastly, the study aimed to investigate the effect of logistics performance on consumer satisfaction and store image in the retail industry. It identifies product availability as a critical factor in consumer satisfaction, with poor logistics performance having a negative impact (Moussaoui et al., 2022).

Today, customer service was a crucial factor in maintaining customer satisfaction in goods distribution, particularly in ordering, delivery, and merchandising services offered by the company. However, customer complaints were inevitable in every sector of the business industry, especially in the goods distribution business in Tangub City. The researchers gathered data based on the initial interview of small retailers or customers in Millennium Distribution System Incorporation (MDSI). There were 10 stores that have experienced delayed scheduling of order bookings, incomplete product deliveries, delayed deliveries, unprofessional behavior, and unorganized product arrangements, especially for brands not included under Nestlé. The researchers identified the problems of the services offered by the company through initial interviews with the retailers. The effectiveness and efficacy of logistics distribution systems in retail have been the subject of recent studies that have concentrated on in-store procedures and shop designs. The logistics distribution system is shifting its focus toward large store formats rather than smaller ones due to their efficiency and scalability. Large retailers benefited from resource-intensive environmental management strategies, which lead to improved sustainability, cost savings, and overall business performance (Wong et al., 2020). And also, logistics distribution systems give priority to large store formats because of their cost-effectiveness and efficiency. Supermarket chains were examples of huge retail formats that have grown quickly, requiring better distribution and logistics services to keep up with the growing demand (Xie, 2024). This study aimed to benefit both the company and its customers by helping the company balance its responsibilities to maintain quality and fairness in its services, particularly in ordering, delivery, and merchandising. These efforts were intended to build strong relationships with customers. The researchers sought to evaluate and measure the level of satisfaction with the services offered by Millennium Distribution System Incorporation to its registered retailers in Tangub City, as this reflects the company's overall performance and reputation.

Thus, this study was conducted to determine the level of retailers' satisfaction towards the services provided by Millennium Distribution System Incorporation. Factors considered in this study are based on initial interviews with the company's registered retail stores. The researchers aimed to emphasize the importance of valuing customers by addressing their needs and expectations regarding MDSI's services. This study was designed to assist MDSI in implementing new strategies to maintain strong customer relationships and loyalty. Furthermore, it highlighted the importance of aligning and balancing the company's services to sustain customer satisfaction in terms of ordering, delivery, and merchandising. This alignment was essential for building a positive brand image and maintaining the company's reputation.

Theoretical Framework

This research study was anchored on theory "A Conceptual Model of Service Quality and Its Implications for Future Research" of Parasuraman et al. (1985) that will apply the SERVQUAL model, a framework developed in the 1980s within service quality theory, to evaluate a company's service quality. It measured the gap between customer expectations and their perceived service experience across five key dimensions, (1) tangibility, (2) reliability, (3) responsiveness, (4) assurance, and (5) empathy. According to Tran (2019), the factors affecting logistics service quality. He stated the four key factors of ordering service quality, (1) personnel quality, (2) information quality, (3) order quality, and (4) timeliness. And also, Uzir et al. (2021) about the effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. He also stated the five key factors in delivery service, (1) assurance, (2) empathy, (3) reliability, (4) responsiveness, and (5) tangible. Lastly, Jampla et al. (2019) about the impact of visual merchandising on sales in retail Store. He stated the five key factors in visual merchandising, (1) product display, (2) window display, (3) colour, (4) lighting, and (5) store layout. Ordering is an activity of the distributor selling the product to the retailers or other businesses with

lower prices. Delivery defines as the process of fast-moving consumer goods from distributors to retailers. Merchandising is a service offered by the distributor or company to improve the retailer's experience and to promote brands in the market.

According to Gupta et al. (2022), personnel quality is a key factor in the success of logistics service providers. Research highlights that the quality of interactions with personnel directly influences customer satisfaction and indirectly contributes to customer loyalty. Soetjipto et al. (2020) determined that the quality of personnel is vital for logistics and distribution companies to achieve supply chain excellence and maintain customer satisfaction. Enhancing performance and ensuring sustainability in the transport and logistics industry require efficient human resource management, leveraging data-driven decisions, and adhering to enterprise standards. Similarly, Tran and Le (2020) emphasized that effective communication skills and customer interaction are key aspects of personnel quality, emphasized as crucial for securing a competitive edge.

Information quality plays a crucial role in logistics operations and customer satisfaction. Research shows that information quality is a key dimension of logistics service quality, directly impacting customer satisfaction and indirectly influencing customer loyalty (Gupta et al., 2022). The quality of information, combined with the technical capabilities of logistics information systems, influences the performance of logistics professionals (Maryem et al., 2020). Effective information management in logistics operations ensures optimal product tracking, efficient information transfer, expanded supply chains, and timely distribution and delivery (Adebayo et al., 2023).

As mentioned by Weli et al. (2020), the importance of order quality in logistics distribution to retailers is highlighted in various studies. Operational logistics service quality (OLSQ) has a major influence on customer loyalty, with factors like timeliness, order condition, accuracy, and handling of discrepancies positively affecting customer. Riliandini et al. (2021) concluded in their study that the quality of goods ordering is a key factor in supply chain management, influencing various sectors. In logistics,

enhancing delivery service quality can be achieved by emphasizing proper order conditions, timely execution, and accurate information. Kumar and Neha (2020) mentioned that studies on quality ordering services highlight the importance of perceived service quality in driving customer satisfaction and influencing behavioral intentions. Critical factors affecting service quality include website design, dependability, responsiveness, trust, and customization.

Studies on ordering timeliness reveal multiple factors influencing delivery and reporting efficiency. However, insights into how this decision impacts the broader order fulfillment process remain limited (Gopalakrishnan et al., 2022). The research papers examine order timeliness in goods distribution systems from different perspectives. Integrating Lean Six Sigma has been found to reduce waste, improve distribution processes, and boost on-time delivery rates (Akbar et al., 2023). This summary integrates research on order timeliness in goods logistics distribution systems. The studies underscore the importance of efficient transportation and logistics plans for ensuring timely deliveries (Vdovychenko et al., 2024).

Delivery assurance is essential for meeting customer expectations and streamlining logistics operations. This is particularly critical in last-mile logistics, which represents the final stage of delivery to the customer's location (Jucha & Corejova, 2021). The adoption of quality assurance systems in logistics and delivery is vital for improving operational efficiency, reducing waste, and increasing customer satisfaction (Matos & Oliveira, 2023). Retailer satisfaction is critical to the effectiveness of delivery assurance in goods distribution systems. Studies have found that factors such as sales policies, supply chain management practices, and the nature of retailer-distributor relationships greatly affect retailer satisfaction (Jiputra et al., 2020).

Recent studies underscore the importance of service quality and empathy in logistics and delivery services. Findings show that empathy, along with tangible elements and responsiveness, has a considerable impact on customer satisfaction in goods delivery services

(Hasdiansa & Hasbiah, 2023). Empathy, specifically, has been acknowledged as a highly rated factor by customers. Additionally, empathy is widely recognized as a key factor valued by customers. Moreover, logistics service quality plays a vital role in influencing customer satisfaction and loyalty across different distribution settings. Crucial elements that contribute to customer satisfaction include service quality, reliability, assurance, empathy, and responsiveness (Ramya & Saranya, 2023). The study explores the factors that affect customer satisfaction with the service quality of logistics companies, highlighting that empathy is a key element influencing customer satisfaction in logistics services (Tuan & Ly, 2020).

Recent research has focused on enhancing the reliability and effectiveness of logistics systems in product delivery (Li et al., 2023). The study developed a simulation model to assess the reliability of different logistics chain types in foreign trade operations, focusing on reducing delivery time and cost while enhancing service quality (Luzhanska et al., 2021). The paper reviews research on techniques for evaluating the reliability of distribution networks, which is essential for the dependability of product delivery services (Wu, 2023).

In logistics and supply chain management, responsiveness is vital for achieving excellent performance and securing a competitive advantage (Richey et al., 2021). Supplier responsiveness is crucial for ensuring retailer satisfaction and the overall success of the supply chain. Studies show that responsiveness plays a key role in driving both performance and satisfaction (Sharma et al., 2020). In reverse logistics, responsiveness is important as it supports product recovery management, boosts cost competitiveness and contributes to environmental sustainability in manufacturing industries (Mishra & Singh, 2023).

To ensure customer satisfaction and operational efficiency in goods delivery systems, effective strategies are crucial. The tangible aspects of service quality positively influence customer satisfaction in goods delivery services (Hasdiansa & Hasbiah, 2023). The research indicates how service quality affects outcomes. In the distribution of goods, tangibles are an

important part of service quality and help to increase customer happiness. SERVQUAL, a popular tool for evaluating service quality in distribution businesses, has five dimensions, and this component is one of them (Marpaung & Kusumah, 2022). This summary integrates research on tangible delivery services within logistics and distribution. Studies have assessed the efficiency of vendors in Indonesian logistics providers, showing that periodic evaluations using techniques like DEA and TOPSIS can pinpoint the most efficient vendors (Adiputraa, 2020).

Product displays in physical stores play a vital role in shaping consumer behavior and purchase decisions. Visual merchandising displays (VMDs) are multifaceted, integrating elements like fixtures, materials, layout, staging, and lighting (Logkizidou, 2021). Visual merchandising and logistics are vital to a retailer's competitive edge. Well-designed product displays in physical stores can significantly drive impulse purchases, with elements like secondary displays, promotional price labels, and background music enhancements (Franjkovic et al., 2022). Visual merchandising plays an essential role in attracting customers and influencing their purchasing behavior in retail spaces. Effective product displays, including window displays, fixtures, signage, mannequins, colors, and lighting, greatly affect consumer purchasing choices (Kumar, 2022).

Visual merchandising is vital in impacting customer behavior and contributing to retail success. Specifically, window displays are considered important indicators of customer engagement and purchasing actions (Saranza et al., 2024). Window displays are a vital component of visual merchandising, having a significant effect on consumer behavior and sales performance (Shakurova & Evtodieva, 2020). Successful window displays combine various components like fixtures, signage, mannequins, colors, and lighting, all of which influence consumer buying behavior (Kumar, 2022).

Recent research underscores the importance of product organization and presentation in retail settings. Color is a crucial element, with studies examining the application of color-based sensors in smart packaging to assess food quality and freshness (Kryuk et al.,

2022). The emotional influence of colors also extends to online reviews, where analyzing the emotional tone of customer feedback can guide retailers in selecting competitive products (Lipianina-Honcharenko et al., 2021). Color is essential in product merchandising and retail environments, shaping consumer behavior and purchasing choices. Research indicates that the strategic use of color theory and visual merchandising techniques can create compelling retail spaces that align with both brand identity and customer preferences (Singhal, 2024).

Lighting is considered a key component of visual merchandising, playing a significant role in shaping store image and influencing purchase intentions (Vania et al., 2021). Visual merchandising is vital for attracting customers and influencing their buying behavior in retail spaces. Lighting is an important element of visual merchandising that has a notable impact on consumer purchasing decisions (Kumar, 2022). Lighting is a crucial component of visual merchandising that has the potential to encourage impulse buying behavior among customers (Jaini et al., 2021).

Research shows that the design of store layouts and visual merchandising significantly influences retail success and employee morale. Effective store arrangement and merchandising strategies are linked to improved performance in department stores (Nugraha & Purnawati, 2023). The design of store layouts and visual merchandising is vital for retail success and customer satisfaction. Properly planned store layouts can captivate customers, inspire them to explore, and enhance sales (Aprilda & Syahab, 2023). Store layout and visual merchandising are key factors that influence customer satisfaction and purchasing decisions in retail environments. Numerous studies have demonstrated that store layout has a significant positive effect on consumer satisfaction (Banjar & Mandala, 2022).

In conclusion, this research study aimed to provide insights into customer satisfaction regarding the services offered. By maintaining strong customer relationships and satisfaction, companies can achieve their objectives and goals, leading to increased sales and a competitive advantage in the logistics sector in Tangub City.



Figure 1. Schematic Diagram of the Study

Statement of the Problem

The purpose of this study was to determine the Level of Satisfaction towards the Services offered by Millennium Distribution System Incorporation among their Registered Retailers in Tangub City.

Specifically it sought to answer the following questions:

1. What is the level of satisfaction towards the services offered by MDSI company in terms of:
 1. Ordering service quality;
 - 1.1 personnel quality;
 - 1.2 information quality;
 - 1.3 order quality;
 - 1.4 timeliness;
 2. Delivery service quality;
 - 2.1 assurance;
 - 2.2 empathy;
 - 2.3 reliability;
 - 2.4 responsiveness;
 - 2.5 tangible;
 3. Visual merchandising;
 - 3.1 product display;
 - 3.2 window display;
 - 3.3 color;
 - 3.4 lighting; and
 - 3.5 store layout?

2. Which service dimension (Ordering Service Quality, Delivery Service Quality, or Visual Merchandising) received the lowest mean score, indicating the lowest level of satisfaction?

Significance of the Study

The result of the study is essential and beneficial to the following:

MDSI Company. This study will help the company to have insights into what are the services that they need to improve.

Registered Retail Stores. This study will help them to analyze the services that the company offers for them. And also, it is categorized into three distribution channels namely; retail store, market store, and market stall.

Future Researchers. The findings of this study will create opportunities for future researchers to enhance and build upon the work, providing them with a useful reference for further investigation in the area.

Scope and Limitation

This study was conducted to determine the level of satisfaction in the services offered by MDSI company to their registered retailers. There were 156 respondents of the study in the

urban barangays in Tangub City that was given an adopted-modified questionnaires to answer. This study was conducted in the second semester of the academic year 2024-2025.

Research Methodology

This study explained how the researchers' gathered data and information. It contains research design, research setting, research respondents, research instruments, data gathering procedure and lastly, data analysis.

Research Design. In this study, the researchers have used a descriptive-quantitative research design, it was utilized to measure the level of satisfaction towards the services offered by Millennium Distribution System Incorporation company. According to Barella et al. (2024), descriptive-quantitative research design is an organized approach to examining scientific problems by collecting, analyzing, and interpreting numerical data using statistical methods.

Research Setting. The researchers conducted this study and would only focus on urban barangays in Tangub City, province of Misamis Occidental. Urban barangays play a significant role in improving residents' quality of life, particularly in underserved areas. Research shows that neighborhood conditions have a direct effect on daily life and overall well-being (Valdivia-Cisneros et al., 2020). According to PSA (2020) Census of Population and Housing that barangay is classified as urban if it has a population size of 5,000 or more; or it has at least one establishment with a minimum of employees; or it has five or more establishments with 10 to 99 employees, and

five or more facilities within the two-kilometer radius from the barangay hall. Moreover, the respondents were the owners of the registered retailers namely; market store, market stall, and sari-sari store of MDSI company to determine the level of satisfaction and develop the services offered by the company to their potential customers and to help the company to balance their services to achieve their goals.

Research Respondents. The respondents of this study were the owners of the selected small registered retailers and it was categorized into three (3) distribution channels namely; market store, market stall and sari-sari store in the urban barangays in Tangub City. The Millennium Distribution System Incorporation company provided twenty-three (23) urban barangays in Tangub City; there are one hundred fifty-six (156) total population registered retailers in urban barangay in Tangub City. A total sampling technique was used to select the respondents of the study. According to Hossan et al. (2023) total population sampling is vital for robust research design and dependable outcomes across various fields that involve examining the entire population and selecting appropriate sampling methods enhance the study's credibility and significance. Each respondent was given an adopted-modified survey questionnaire to answer. The security and confidentiality of the information provided by the respondents were guaranteed by the proponents. For detailed and informative data of respondents the researchers have shown the sample size within each stratum in the table below.

Table 1. Respondents of the Study

Urban Barangays in Tangub City	Sari-sari store	Market store	Market stall	Total Population
Aquino	2			2
Brgy 1	3			3
Brgy 2	5			5
Brgy 3		6	22	28
Brgy 4	4			4
Brgy 5	3			3
Brgy 6	4			4
Brgy 7	4			4

Urban Barangays in Tangub City	Sari-sari store	Market store	Market stall	Total Population
Garang	6			6
Isidro D. Tan	2			2
Labuyo	13			13
Lorenzo Tan	23			23
Maloro	15			15
Manga	0			0
Mantic	7			7
Maquilao	3			3
Migcanaway	12			12
Minsubong	1			1
Pangabuan	5			5
San Apolinario	0			0
Silanga	4			4
Sta. Cruz	7			7
Sta. Maria	5			5
Total	128	6	22	156

Research Instrument. To attain the purpose of this study, the researchers used an adopted-modified questionnaire from the study of Tran (2019) "The Factors Affecting Logistics Service Quality." The questionnaire consists of twelve (12) to find out the Level of satisfaction in the ordering service quality offered by the company towards their registered retailers. And also, from the study of Uzir et al. (2021) "The Effects of Service Quality, Perceived Value and Trust in Home Delivery Service Personnel on Customer Satisfaction." The questionnaire consists of thirteen (13) to find out the Level of satisfaction in the delivery service quality offered by the company towards their registered retailers. Lastly, from the study of Jampla et al. (2019) "Impact of Visual Merchandising on Sales in Retail Store". The questionnaire consists of fifteen (15) to find out the Level of satisfaction in the visual merchandising service offered by the company towards their registered retailers. The total questionnaire consists of forty (40) using 4- point-scale items was found out and determined which of the variables are least satisfied and the most by the respondents. The instrument was used to determine the level of satisfaction towards the services offered by Millennium Distribution System Incorporation company.

Instrument's Validity. To ensure the validity of the research instrument, it was presented

to the research adviser and to the school statistician for checking. The panel reviewed the questionnaire items for relevance, accurate, clarity and comprehensiveness. The researchers conducted pilot testing to 30 non-participants but with the same characteristics of this study to test the reliability of the instrument. The researchers then integrated all the suggested corrections prior to the distribution to the identified number of respondents to ensure the credibility of the data. The researchers have evaluated the result through Cronbach's alpha coefficient. According to Robertson and Evans (2020) Cronbach's alpha (α) is the primary statistic used to measure the internal reliability of a scale. Greater internal reliability is linked to increased confidence in the scale and the conclusions derived from its findings. Moreover, Ahmad et al. (2024) provided the following rules of thumb: $\alpha > 0.90$ and above = excellent; $\alpha > 0.80 - 0.89$ = good; $\alpha > 0.70 - 0.79$ = acceptable; $\alpha > 0.60 - 0.69$ = questionable; and also, $\alpha > 0.60$ below = poor. The instrument was validated by experts in the field, and a pilot test was conducted to assess the reliability of the questionnaire. The pilot test was done with small registered retailers outside of Tangub City, who were not part of the final respondent group. Using the frequentist scale for reliability testing, the Cronbach's Alpha values were as follows: ordering service quality ($\alpha =$

0.913), delivery service quality ($\alpha = 0.931$), and visual merchandising ($\alpha = 0.942$). The overall Cronbach's Alpha value was 0.972. Thus, test item for ordering service quality, delivery service quality and visual merchandising was considered excellent. In the overall test item results were considered excellent, indicating a high level of reliability, making the instrument suitable for use with the actual respondents.

Data Gathering Procedure. The researchers obtained a letter of permission signed by the research instructor, adviser, director or research extension and publication officer, dean of the Institute of Business and Financial Services, Executive Vice President, and College President of Tangub City Global College (TCGC). The letter was then submitted to the Operation Manager of Millennium Distribution System Incorporation to request approval for conducting a survey among their registered retailers to collect data. An adopted-modified ques-

tionnaire was distributed to the selected respondents. The researchers ensured that the survey instructions were clear, concise, and easy to follow, allowing respondents to provide accurate and meaningful responses.

Data Analysis. The researchers used an adopted-modified survey questionnaire to achieve the main purpose of the study. The researchers analyzed the collected data to extract findings and address the research objectives. As stated by Dominguez et al. (2020), weighted mean analysis is an important statistical technique in research for analyzing data. The researchers used weighted mean to summarize the data that was gathered and to get the average response of the respondents. It helps in understanding variable trends, representing data, and making informed inferences. In interpreting the computed mean, the researchers used the following interpretation that was provided in the table below:

Numerical Value	Hypothetical Mean Range	Qualitative Description	Implication
4	3.26 - 4.00	Strongly Agree	Very High
3	2.51 - 3.25	Agree	High
2	1.76 - 2.50	Disagree	Low
1	1.00 - 1.75	Strongly Disagree	Very Low

Verbal Interpretation

4 - It indicates that the respondents strongly agree with the indicators on the services offered by MDSI which further implies a very high level of satisfaction.

3 - It indicates that the respondents agree with the indicators on the services offered by MDSI which further implies a high level of satisfaction.

2 - It indicates that the respondents disagree with the indicators on the services offered by MDSI which further implies a low level of satisfaction.

1 - It indicates that the respondents strongly disagree with the indicators on the services offered by MDSI which further implies a very low level of satisfaction.

Ethical Considerations in Research

The objective of this research was to communicate verbally with the respondents by the researchers. The researchers adhered to ethical principles throughout the study, ensuring that permission was obtained from the respondents before conducting the survey. Participation will be voluntary, and respondents will not be coerced into answering the questionnaire. It is emphasized that the data collected from the questionnaire was used for academic purposes only. The researchers en-

sured that the respondents' personal information remains confidential, is treated with respect, and is protected in accordance with their rights and privacy. All selected respondents were given equal opportunities to participate, with questionnaires distributed fairly and through personal communication during the study.

Trustworthiness of the Research

The researchers conducted this study with utmost accuracy. Therefore, this study was

conducted with the highest reliability and integrity. The confidentiality of the respondents was not exposed or revealed to anyone. To ensure the credibility of the interpretation of this study, the researchers consulted professionals and experts regarding the data gathered to make sure the researchers made the correct and accurate finding of the result. The researchers highlighted to these practices aim to enhance the credibility and trustworthiness of its outcome.

Definition of Terms

For the purpose of clarification, the important terms used in this study have been theoretically and operationally defined.

Delivery. It is a transportation, often free, of merchandise on purchasers' instructions. (The New Lexicon Webster Encyclopedia Dictionary of the English Language, 1997). This study determines the quality of products and services offered by the company.

Market Stall. It is a large table or small business positioned near a public market or any place that is convenient to their customers with an open front from which the product or goods are sold in a public place. (<https://dictionary.cambridge.org/us/dictionary/english/marketstall>). This study determines the structural pattern of the business and emphasis their services towards their registered retailers.

Market Store. It is locally owned, and family operated to provide a wide range of product to customers that build great customer value and great experience. (<https://themarketstores.com/>). This study presents an organized structure of the company distribution channel towards their registered retailers.

Merchandising. It is a sales promotion as a comprehensive function including market research, development of new products, coordination of manufacture and marketing, and effective advertising and selling. (Webster's Third New International Dictionary Principal, 1961). This study assessing and develops

customer service to maintain the customers' loyalty and customers satisfaction in the services offered by the company.

Ordering. It is the act, an instance, or the result of ordering and it is the mode or product of ordering. (Webster's Third New International Dictionary Principal, 1961). This study specifically evaluates the service offered by the company to enhance customer satisfaction and brand loyalty.

Sari-sari Store. This study focuses on small neighborhood retail store is often owned and operated by an individual, commonly managed by a housewife as a source of additional income. These stores are conveniently located near residential areas, making them easily accessible to local customers, who are primarily together. (<https://aim2flourish.com/innovations/growing-together-1>). This study provides a convenient structure of the distribution channel to enhance the level of satisfaction, to visualize the store positioning.

Services. It is the products of an employee's or professional man's paid activities. (The New Lexicon Webster Encyclopedia Dictionary of the English Language, 1997). This study will determine overall customer satisfaction with the services offered to register retailers.

Small Store Format. It is a small store that makes it easier for customers to get from their cars to the stores, and, once inside, to find the products they're looking for. (<https://link.gale.com/apps/doc/A63035673/GPS?u=phgadtc&sid=bookmark-GPS&xid=41d0ec29>). This study will emphasize the structure of businesses to visualize their products positioning based on their services offered to customers and competitive advantage among other competitors.

Presentation, Analysis, and Interpretation of Data

This chapter shows the presentation, analysis, and interpretation of the data gathered by the proponents.

Table 2. Respondents' Response on the Level of Satisfaction towards the Services offered by MDSI among their registered retailers in Tangub City in terms of Ordering Service Quality

Indicators	Mean	Interpretation
Personnel Quality		
1. I am satisfied with the sales agents' knowledge of the products.	3.41	Strongly Agree
2. I am satisfied with the sales agents' attitude and behavior.	3.40	Strongly Agree
3. I am satisfied with the sales agents' neatness.	3.36	Strongly Agree
Information Quality		
1. I am satisfied with the information about the products' availability.	3.26	Strongly Agree
2. I am satisfied with the company's contact information and website.	3.28	Strongly Agree
3. I am satisfied with the products' information offered and pricing.	3.29	Strongly Agree
Order Quality		Strongly Agree
1. I am satisfied with the ordering process and accuracy.	3.33	Strongly Agree
I am satisfied with the ordering communication of the sales agent.	3.29	Strongly Agree
2. I am satisfied with the product updates according to the market demand.	3.30	Strongly Agree
Timeliness		Strongly Agree
1. I am satisfied with the sales agent updates on time about the product consistency.	3.33	Strongly Agree
2. I am satisfied with the time accuracy of the schedule for booking.	3.23	Agree
3. I am satisfied with the timeliness according to what the company promises are met.	3.29	Strongly Agree
Grand Mean	3.31	Strongly Agree

Table 2 shows the respondents' response on the level of satisfaction towards the services offered by the MDSI in terms of ordering service quality. It was shown that the highest mean of 3.41, indicates that the respondents strongly agree that they are satisfied with the sales agents' knowledge of the product. However, the lowest mean of 3.23, implies that respondents agree that they are satisfied with the time accuracy of the schedule for booking. Nevertheless, the grand mean of 3.31 implies that the respondents strongly agree with the indicators under ordering service quality, which means that the level of satisfaction is very high.

Research indicated that sales agents' product knowledge has been shown to be a signifi-

cant component of sales performance. Salespeople's product expertise affects the quality and performance of their services (Marhaeni & Anindita, 2024). With a significant positive association between customer satisfaction and the quality of logistics services, effective logistics management is important factor for sustaining a competitive edge and promoting sustainable growth. The quality of logistics services, particularly time accuracy for booking schedules, has a significant beneficial effect on customer satisfaction (Ramya & Saranya, 2023). Ordering service quality has a variety of effects for distributor businesses. Quality of service has a direct impact on client satisfaction and purchase decisions (Ali et al., 2022).

Table 3. Respondents' Response on the Level of Satisfaction towards the Services offered by MDSI among their registered retailers in Tangub City in terms of Delivery Service Quality

Indicators	Mean	Interpretation
Assurance		
1. I am satisfied with the delivery personnel; have experience in their job.	3.26	Strongly Agree
2. I am satisfied with the delivery personnel's behavior.	3.22	Agree
3. I am satisfied with the delivery personnel, and I feel personally safe and secure when delivering the goods.	3.28	Strongly Agree
Empathy		
1. I am satisfied with the delivery personnel's initiative to fulfill customer/retailer's request.	3.28	Strongly Agree
2. I am satisfied with the delivery personnel; they are flexible and convenient in operating hours of delivery of goods.	3.27	Strongly Agree
3. I am satisfied with the delivery personnel putting extra effort into serving delivery services.	3.30	Strongly Agree
Reliability		
1. I am satisfied with the delivery personnel delivering the goods in a convenient location.	3.33	Strongly Agree
2. I am satisfied with the delivery accuracy.	3.26	Strongly Agree
3. I am satisfied with the delivery personnel delivering the product at the time promised.	3.31	Strongly Agree
Responsiveness		
1. I am satisfied with the delivery personnel updates or communications for delayed delivery.	3.21	Agree
2. I am satisfied with the delivery personnel; they are always willing to help if there are queries from the customers/retailers.	3.30	Strongly Agree
Tangible		
1. I am satisfied with the product quality delivered by the delivery personnel.	3.28	Strongly Agree
2. I am satisfied with the delivery personnel's looks and proper dress code.	3.25	Agree
Grand Mean	3.27	Strongly Agree

Table 3 presents the respondents' response on the level of satisfaction towards the services offered by MDSI in terms of delivery service quality. It was shown that the highest mean of 3.33, indicates that the respondents agree that they are satisfied with the delivery personnel delivering the goods in a convenient location. Conversely, the lowest mean of 3.21, implies that respondents agree that they are satisfied with the delivery personnel updates or communications for delayed delivery. Generally, the grand mean of 3.27 implies that the respondents strongly agree with the indicators under

delivery service quality, which means that the level of satisfaction is very high.

Numerous studies emphasize the value of delivery workers in distributor businesses. Maintaining product value and customer happiness requires precise delivery of items in a convenient location and effective protection (Putri et al., 2024). Recent studies emphasize how crucial communication and high-quality services are for distribution businesses dealing with delayed deliveries. Service qualities as determined by Servqual dimensions have an impact on customer satisfaction (Marpaung &

Kusumah., 2022). Delivery service quality has a big influence on the retail sector, influencing sustainability, operational effectiveness, and customer pleasure. The key components of preserving customer happiness are logistics delivery services (Mojeed et al., 2024).

Table 4. Respondents' Response on the Level of Satisfaction towards the Services offered by MDSI among their registered retailers in Tangub City in terms of Visual Merchandising

Indicators	Mean	Interpretation
Product Display		
1. I am satisfied with the product; it is visually organized and attractive.	3.05	Agree
2. I am satisfied with the agents' effort and style, of the products' uniqueness, and usually appealing layout.	3.08	Agree
3. I am satisfied with the product hangers, which are usually attractive and presentable in the store.	3.02	Agree
Window Display		
1. I am satisfied with the creativeness of the display product that will attract me and my customers.	3.06	Agree
2. I am satisfied with the planogram merchandising of the display; it will help to learn about visual merchandising in the store.	3.08	Agree
3. I am satisfied with the planogram merchandising of the display; it will help to learn about visual merchandising in the store.	3.05	Agree
Color		
1. I am satisfied with the colorful assortment of the Nestle brand, which could improve store awareness.	3.06	Agree
2. I am satisfied with the colorful assortment of the products; it could increase interest in the service by the agent.	3.03	Agree
3. I am satisfied with the accuracy and alignments of the color; it could affect the overall reputation of the store.	2.99	Agree
Lighting		
1. I am satisfied with the lighting product arrangement.	3.01	Agree
2. I am satisfied with the product branding price signage; it is organized and attractive.	2.97	Agree
3. I am satisfied with the lighting product design and visibility.	3.10	Agree
Store Layout		Agree
1. I am satisfied with the placement of the product hanger, which is presentable and attractive.	3.03	Agree
2. I am satisfied with the yearly replacement for product hangers.	2.94	Agree
3. I am satisfied with the weekly replacement for the product arrangement.	2.85	Agree
Grand Mean	3.02	Agree

Table 4 illustrates the respondents' response on the level of satisfaction towards the services offered by MDSI among their registered retailers in Tangub City in terms of visual merchandising. As seen, all the indicators are agreed by the respondents. The highest mean of 3.10, indicates that the respondents agree

that they are satisfied with the lighting product design and visibility. However, the lowest mean of 2.85, stated that the respondents agree that they are satisfied with the weekly replacement for the product arrangement. Generally, the grand mean of 3.02 implies that the respondents agree with the indicators under

visual merchandising, which means that the level of satisfaction is high.

In the research and practice of modern retail, visual merchandising has become more significant. A visual stimulus used to be a necessary component of retail store atmospherics, lighting product design, and visibility. However, the scope of visual merchandising has now expanded well beyond that (Basu et al., 2022). In retail establishments, changing out product arrangements on a weekly basis is crucial for improving customer satisfaction and inventory management. Retailers can use sys-

tem dynamics modeling to determine minimum thresholds to avoid premature phase-outs, account for substitution effects, and balance the demands for new and existing products (Rohilla et al., 2025). Visual merchandising is important to retail because it gives businesses a model for allocating shelf space and optimizes product placement and merchandising strategies to boost sales and customer perception, concentrating on vertical positioning and product classification in order to improve consumer perception and brand awareness (Subbotin & Czerniachowska, 2021).

Table 5. Summary of Respondents' Response on the Level of Satisfaction towards the services offered by MDSI among their registered retailers in Tangub City

Services	Grand Mean	Interpretation
Ordering Service Quality	3.31	Very High
Delivery Service Quality	3.27	Very High
Visual Merchandising	3.02	High

Table 5 summarized the respondents' responses on the level of satisfaction towards the services offered by MDSI. Among the variables, the least factor that the respondents agreed is visual merchandising, which further implies a high level of satisfaction towards the Millennium Distribution System Incorporation in Tangub City.

Maintaining customer engagement and encouraging customers to become active buyers in retail settings are two key functions of visual merchandising. In order to shape client pleasure, visual merchandising is a strategic method that aims to enhance the appeal of a brand and highlight its distinctive traits (Prakash et al., 2024). In addition to helping retailers stand out in a crowded market, visual merchandising plays an important role in improving the customer experience. Additionally, it enhances customer value and brand image, both of which impact purchasing intentions (Maharani et al., 2020).

Summary of Findings, Conclusion, and Recommendations

This chapter presents the summary of findings, the conclusions made, and recommendations.

Summary of Findings

This study "Level of Satisfaction towards the Services offered by Millennium Distribution System Incorporation among their Registered Retailers in Tangub City" was conducted to determine the level of satisfaction towards the services offered to their registered retailers particularly in urban barangay and to determine the least factor among the three (3) services. A descriptive-quantitative research design was used in this study. Data was collected through a survey questionnaire and was given to one hundred fifty-six (156) registered retailers.

The results revealed that table 2 respondents' response on the level of satisfaction towards the services offered by MDSI has a grand mean of 3.31, indicates that the respondents were strongly agree to the indicators under ordering service quality, which further implies a very high level of satisfaction. And also, table 3 respondents' response on the level of satisfaction towards the services offered by MDSI has a grand mean of 3.27, indicates that the respondents were strongly agree to the indicators under delivery service quality, which further implies a very high level of satisfaction. Additionally, table 4 respondents' response on the level

of satisfaction towards the services offered by MDSI has a grand mean of 3.02, indicates that the respondents were agree to the indicators under visual merchandising, which further implies a high level of satisfaction.

In conclusion, table 5 highlights the least factor that has a grand mean of 3.02 is visual merchandising, indicates that the respondents agree to the indicators on the services offered by MDSI which further implies a high level of satisfaction.

Conclusion

Based on the data gathered, the researchers concluded that registered retailers in urban barangay of Tangub City have a very high level of satisfaction towards the services that the company offered, particularly in ordering service quality and delivery service quality. However, the least satisfied factor that has a high level of satisfaction was visual merchandising. This highlights the importance of giving value to their registered retailers especially on giving equal treatment from the company. Moreover, the company did their best to be committed to their duties and responsibilities to fulfill the needs of their registered retailers. On the other side, inadequacies in any of these services might result in retailer unsatisfied that cause decreased sales, and potential shifts to alternative suppliers.

Recommendation

Based on the results, finding and conclusion, the researchers suggest the following recommendations:

1. MDSI company may provide training programs like customer service skills training that will help employees improve their skills on how to handle customer inquiries and resolve issues to maintain loyalty of the customers.
2. MDSI company may establish feedback mechanism through suggestion boxes and survey in the delivery truck so that customers can express their concerns and suggestions regularly.
3. MDSI company may provide backup operation plan in visual merchandising services to avoid complaints from the registered retailers.

4. Registered retailers may not be hesitant to raise their concerns directly to the company itself especially on their merchandising services so that they can easily assess the lapses of their employees towards the services they offered.
5. Future researchers may explore how visual merchandising affects the satisfaction of their registered retailers, as well as the feedback and suggestions on how the company will improve their services and conduct a comparative study between multiple companies to identify the best practices in retailer satisfaction.

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










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Appendix A Letter to the Management

				TANGUB CITY GLOBAL COLLEGE J. Luna St., Maloro, Tangub City, Misamis Occidental E-mail Address:tcgcpresoffice@gadtc.edu.ph
April 15, 2025				
JOEL DUMANJUG Operation Manager Millennium Distribution System Incorporation Tangub City, Misamis Occidental				
Sir:				
Greetings from the Lux Mundi!				
As fourth-year and third-year students of the Bachelor of Science in Business Administration, major in Marketing Management program at Tangub City Global College, we are conducting a research study titled, "LEVEL OF SATISFACTION TOWARDS THE SERVICES OFFERED BY MILLENNIUM DISTRIBUTION SYSTEM INCORPORATION AMONG THEIR REGISTERED RETAILERS IN TANGUB CITY" . This study aims to determine the level of satisfaction among registered retailers in the urban barangays towards the services offered by MDSI company.				
In line with this, we kindly request your permission to conduct this study, which is a major requirement for our program. Using adopted-modified questionnaire as the research instrument, we will collect data from the target respondents who are registered retailers of MDSI company in Tangub City. Rest assured that all gathered information will be treated with the utmost confidentiality and used exclusively for academic purposes.				
Your favorable approval for this request would be deeply appreciated. Thank you and God bless!				
Respectfully yours,				
 ELIAQUIM T. MAGSAYO Researcher		 DIXIE A. CABANDAY Researcher		
 SANCHALS. MUÑOZ Researcher		 CHIERLY PEARL R. CALVO Researcher		
Noted:				
 FELVYS J. CORPUZ, MBA Research Instructor		 ARLYN A. VELOSO, LPT, MBA Research Adviser		
 ILYN R. DAGUMAN, DBA, LPT VP for Academic Affairs Dean, Institute of Business and Financial Services				
 NIEL C. ENERIO, MPA, JD Executive Vice President				
 MARICELLE M. NUEVA, DM College President				
Approved:				
 JOEL DUMANJUG Operation Manager				
				
				
I-INTegrity C-COMPASSION E-EXCELLENCE				

		TANGUB CITY GLOBAL COLLEGE J. Luna St., Maloro, Tangub City, Misamis Occidental E-mail Address: tcgcpresoffice@gadtc.edu.ph
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April 15, 2025

DR. MARICELLE M. NUEVA
President
Tangub City Global College
J. Luna St., Maloro, Tangub City

Ma'am:











Greetings from the Lux Mundi!


As fourth-year and third-year students of the Bachelor of Science in Business Administration, major in Marketing Management program at Tangub City Global College, we are conducting a research study titled, **"LEVEL OF SATISFACTION TOWARDS THE SERVICES OFFERED BY MILLENNIUM DISTRIBUTION SYSTEM INCORPORATION AMONG THEIR REGISTERED RETAILERS IN TANGUB CITY"**. This study aims to determine the level of satisfaction among registered retailers in the urban barangays towards the services offered by MDSI company.






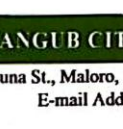




In line with this, we kindly request your permission to conduct this study, which is a major requirement for our program. Using adopted-modified questionnaire as the research instrument, we will collect data from the target respondents who are registered retailers of MDSI company in Tangub City. Rest assured that all gathered information will be treated with the utmost confidentiality and used exclusively for academic purposes.

Your favorable approval for this request would be deeply appreciated. Thank you and God bless!

Respectfully yours,

 ELIAQUIM T. MAGSAYO Researcher	 DIXIE A. CABANDAY Researcher
 SANCHADS. MUÑOZ Researcher	 CHIERLY PEARL R. CALVO Researcher
Noted:	
 FELVYS A. CORPUZ, MBA Research Instructor	 ARLYN A. VELOSO, LPT, MBA Research Adviser
 ILYN R. DAGUMAN, DBA, LPT VP for Academic Affairs Dean, Institute of Business and Financial Services	 CLINT JOY M. QUIJE, MA VP for Research, Extension and Publication
 NIEL C. ENERIO, MPA, JD Executive Vice President	
Approved:	
 MARICELLE M. NUEVA, DM College President	

LUX MUNDI Light of the World		I-INTegrity C-COMPASSION E-EXCELLENCE
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TANGUB CITY GLOBAL COLLEGE
J. Luna St., Maloro, Tangub City, Misamis Occidental
E-mail Address:tcgcpresoffice@gadtc.edu.ph

April 15, 2025

JOEL DUMANJUG
Operation Manager
Millennium Distribution System Incorporation
Tangub City, Misamis Occidental

Sir:


Greetings from the Lux Mundi!


As fourth-year and third-year students of the Bachelor of Science in Business Administration, major in Marketing Management program at Tangub City Global College, we are conducting a research study titled, **"LEVEL OF SATISFACTION TOWARDS THE SERVICES OFFERED BY MILLENNIUM DISTRIBUTION SYSTEM INCORPORATION AMONG THEIR REGISTERED RETAILERS IN TANGUB CITY"**. This study aims to determine the level of satisfaction among registered retailers in the urban barangays towards the services offered by MDSI company.


In line with this, we kindly request your approval to conduct data gathering for this study, which is a major requirement for our program. Using an adopted-modified questionnaire as the research instrument, we will collect data from the target respondents who are the registered retailers of MDSI company in Tangub City. Rest assured that all gathered information will be treated with the utmost confidentiality and used exclusively for academic purposes.


Your favorable approval for this request would be deeply appreciated. Thank you and God bless!

Respectfully yours,



ELIAQUIM T. MAGSAYO
Researcher



SANCHALIS. MUÑOZ
Researcher



DIXIE A. CABANDAY
Researcher



CHIERY PEARL R. CALVO
Researcher


Noted:



FELVUS CORPUZ, MBA
Research Instructor


ILYN R. DAGONIAN, DBA, LPT
VP for Academic Affairs
Dean, Institute of Business and Financial Services



ARLYN A. VELOSO, LPT, MBA
Research Adviser



CLINT JOY M. QUIJE, MA
VP for Research, Extension and Publication



NIEL C. ENERIO, MPA, JD
Executive Vice President


MARICELA M. NUEVA, DM
College President



Approved:


JOEL DUMANJUG
Operation Manager

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Light of the World

**I-INTegrity C-COMPASSION E-EXCELLENCE**

Appendix B Letter to the Respondents



TANGUB CITY GLOBAL COLLEGE
J. Luna St., Maloro, Tangub City, Misamis Occidental
E-mail Address:tcgcpresoffice@gadtc.edu.ph

April 15, 2025

REGISTERED RETAILERS
The Respondents
Tangub City
7214, Misamis Occidental

Dear Ma'am/Sir:


Greetings from the Lux Mundi!


As fourth-year and third-year students of the Bachelor of Science in Business Administration, major in Marketing Management program at Tangub City Global College, we are conducting a research study titled, **"LEVEL OF SATISFACTION TOWARDS THE SERVICES OFFERED BY MILLENNIUM DISTRIBUTION SYSTEM INCORPORATION AMONG THEIR REGISTERED RETAILERS IN TANGUB CITY"**. This study aims to determine the level of satisfaction among registered retailers in the urban barangays towards the services offered by MDSI company.


In line with this, we kindly request your participation as respondents in this study, which is a major requirement for our program. We would greatly appreciate it if you could spare a few moments to answer the attached adopted-modified questionnaires as the research instrument. Rest assured that all gathered information will be treated with the utmost confidentiality and used exclusively for academic purposes.


Your favorable approval for this request would be deeply appreciated. Thank you and God bless!

Respectfully yours,



ELIAQUIM T. MAGSAYO
Researcher



SANCHAT S. MUÑOZ
Researcher



DIXIE A. CABANDAY
Researcher



CHIERLY PEARL R. CALVO
Researcher


Noted:



FELVYS A. CORPUZ, MBA
Research Instructor


ARLYN A. VELOSO, LPT, MBA
Research Adviser



ILYN R. DAGUMAN, DBA, LPT
VP for Academic Affairs
Dean, Institute of Business and Financial Services


CLINT JOY M. QUIJE, MA
VP for Research, Extension and Publication


NERI C. ENERIO, MPA, JD
Executive Vice President


MARICELLE M. NUEVA, DM
College President
Tangub City Global College

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Appendix C Editor's Certificate



TANGUB CITY GLOBAL COLLEGE

J. Luna ST., Maloro, Tangub City, Misamis Occidental

E-mail Address: gadtcpresoffice@gmail.com

EDITOR'S CERTIFICATE

This is to certify that the undersigned has reviewed and gone through all the papers of this research paper entitled, **"Level of Satisfaction towards the Services offered by Millennium Distribution System Incorporation among their Registered Retailers in Tangub City"** authored by Dixie A. Cabanday, Chieri Pearl R. Calvo, Sanchai S. Muñoz and Eliaquim T. Magsayo. This paper is aligned with the set of structural rules that govern the composition of sentences, phrases, and words in the English language.

Signed:





JOHN MARK G. SANDE
Editor

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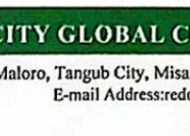
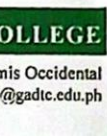
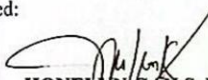
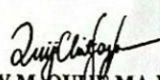




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Appendix D Statistician's Certificate

		TANGUB CITY GLOBAL COLLEGE J. Luna ST., Maloro, Tangub City, Misamis Occidental E-mail Address: gadtcpresoffice@gmail.com
STATISTICIAN'S CERTIFICATE		
<p>This is to certify that this research paper entitled, "Level of Satisfaction towards the Services offered by Millennium Distribution System Incorporation among their Registered Retailers in Tangub City" authored and submitted by Dixie A. Cabanday, Chierly Pearl R. Calvo, Sanchai S. Muñoz and Eliaquim T. Magsayo in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Administration Major in Marketing Management has been statistically analyzed, interpreted, and reviewed by the undersigned.</p>		
<p>Signed:</p> <div style="text-align: center;"> KENTH HAROLD R. ENDOCAL Statistician</div>		
<div style="display: flex; justify-content: space-between; align-items: center;"><div>LUX MUNDI Light of the World</div><div></div><div>I-INTegrity C-COMPASSION E-EXCELLENCE</div></div>		

Appendix E Certification of Similarity Checking

					
TANGUB CITY GLOBAL COLLEGE					
J. Luna ST., Maloro, Tangub City, Misamis Occidental E-mail Address:redo@gadtc.edu.ph					
Tangub City Global College Maloro, Tangub City					
<i>Certification of Similarity Checking</i>					
<p>This is to certify that the research study of Mr. Eliaquim T. Magsayo, Ms. Dixie A. Cabanday, Ms. Sanchai S. Muñoz and Ms. Cheiry Pearl R. Calvo entitled "Level of Satisfaction Towards the Services Offered by Millennium Distribution System Incorporation Among Their Registered Retailers in Tangub City" has underwent a content checking on plagiarism on November 03, 2025 and that the similarity grade is <u>22%</u>.</p>					
<p>Issued this 3rd day of November, 2025 at Tangub City Global College, Misamis Occidental, Philippines.</p>					
Signed:					
					
HONELYN GAYS S. MIRONOTOS					
Person conducted the similarity check					
Date: <u>11/3/25</u>					
Noted:					
					
CLINT JOY M. QUIRE, MA-MATH					
VP for Research, Extension, Linkages and Internationalization					
Date: <u>11/3/25</u>					
Attested by:					
					
ILYN R. DAGUMAN, DBA					
IBFS Institute Dean					
Date: <u>11/4/25</u>					
LUX MUNDI Light of the World					
					
I-INTEGRITY C-COMPASSION E-EXCELLENCE					

Appendix F Validation of Questionnaire

TANGUB CITY GLOBAL COLLEGE
 J. Luna ST., Maloro, Tangub City, Misamis Occidenta
 E-mail Address: redo@gadtc.edu.ph

Validated Questionnaire
VALIDATION SHEET FOR RESEARCH INSTRUMENT

Validator: TRISTAN PAUL A. JORDAN
 Highest Educational Attainment: BSED ENGLISH
 Number of Year in Teaching: 7 yrs
 No. Of years of industry Experience: 2 yrs
 Name of the Tool/Instrument: _____


To the Validator: Please check the appropriate box for your validation using the points of equivalent below.

Points of Equivalent


Criteria / Indicators	Points of Equivalent			
	4- Very Good	3- Good	2- Fair	1- Poor
CLARITY OF DIRECTIONS AND ITEMS The vocabulary level, language structure and conceptual of the questions suit to the level of the respondents. The directions and items are written in clear and understandable manner.				✓
PRESENTATION AND ORGANIZATIONAL OF ITEMS The items are presented and organized in a logical manner.				✓
SUSTAINABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the condition, properties and attitude that are supposed to be measured.				✓
ADEQUATENESS OF ITEMS PER CATEGORY The items represent the coverage of the research adequately. The number of question per area category is represented enough of the entire question for the research.				✓
ATTAINMENT OF PURPOSE The Instrument as a whole fulfills the objective for which it was conducted.				✓
OBJECTIVITY Each item requires only one specific answer and it only measure one behavior and no aspect of the questionnaire suggested on the part of the researcher.				✓
SCALE AND EVALUATING RATING SYSTEM The scale is adapted appropriate for the items.				✓

Decision: ☒ Accept ☐ Reject ☐ Conditional



Validator's Signature Over Printed Name
TRISTAN PAUL A. JORDAN



LUX MUNDI
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TANGUB CITY GLOBAL COLLEGE
 J. Luna ST., Maloro, Tangub City, Misamis Occidenta
 E-mail Address: redo@gadtc.edu.ph

Validated Questionnaire
VALIDATION SHEET FOR RESEARCH INSTRUMENT

Validator: KRYSTEL VAIL RIO
 Highest Educational Attainment: MA
 Number of Year in Teaching: 8
 No. Of years of industry Experience: 8
 Name of the Tool/Instrument: _____

To the Validator: Please check the appropriate box for your validation using the points of equivalent below.


Points of Equivalent

Criteria / Indicators	1- Poor			
	1	2	3	4
CLARITY OF DIRECTIONS AND ITEMS The vocabulary level, language structure and conceptual of the questions suit to the level of the respondents. The directions and items are written in clear and understandable manner.				✓
PRESENTATION AND ORGANIZATIONAL OF ITEMS The items are presented and organized in a logical manner.				✓
SUSTAINABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the condition, properties and attitude that are supposed to be measured.				✓
ADEQUATENESS OF ITEMS PER CATEGORY The items Represent the coverage of the research adequately. The number of question per area category is represented enough of the entire question for the research.				✓
ATTAINMENT OF PURPOSE The Instrument as a whole fulfills the objective for which it was conducted.				✓
OBJECTIVITY Each item requires only one specific answer and it only measure one behavior and no aspect of the questionnaire suggested on the part of the researcher.				✓
SCALE AND EVALUATING RATING SYSTEM The scale is adapted appropriate for the items.				✓



Decision: ☒ Accept ☐ Reject ☐ Conditional

Validator's Signature Over Printed Name
KRYSTEL VAIL RIO, MA, MLIS
 Technical Librarian/Bibliographer

LUX MUNDI
 Light of the World



I-**I**NTegrity C-**C**ompassion E-**E**xcellence

TANGUB CITY GLOBAL COLLEGE
 J. Luna ST., Maloro, Tangub City, Misamis Occidenta
 E-mail Address:redo@gadtc.edu.ph

Validated Questionnaire
VALIDATION SHEET FOR RESEARCH INSTRUMENT

Validator: Joseph D. Onio
 Highest Educational Attainment: PHD- Educational Administration & Supervision
 Number of Year in Teaching: _____
 No. Of years of industry Experience: 7 8 years
 Name of the Tool/Instrument: _____

To the Validator: Please check the appropriate box for your validation using the points of equivalent below.


Points of Equivalent

Criteria / Indicators	1- Poor			
	1	2	3	4
CLARITY OF DIRECTIONS AND ITEMS The vocabulary level, language structure and conceptual of the questions suit to the level of the respondents. The directions and items are written in clear and understandable manner.			✓	
PRESENTATION AND ORGANIZATIONAL OF ITEMS The items are presented and organized in a logical manner.			✓	
SUSTAINABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the condition, properties and attitude that are supposed to be measured.			✓	
ADEQUATENESS OF ITEMS PER CATEGORY The items Represent the coverage of the research adequately. The number of question per area category is represented enough of the entire question for the research.			✓	
ATTAINMENT OF PURPOSE The Instrument as a whole fulfills the objective for which it was conducted.			✓	
OBJECTIVITY Each item requires only one specific answer and it only measure one behavior and no aspect of the questionnaire suggested on the part of the researcher.			✓	
SCALE AND EVALUATING RATING SYSTEM The scale is adapted appropriate for the items.			✓	

Decision: ☒ Accept ☐ Reject ☐ Conditional

Validator's Signature Over Printed Name
JOSEPH D. ONIO, RL, MLIS
 Director, Learning Resource Center

LUX MUNDI
 Light of the World



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Appendix G

Survey Questionnaire
Tangub City Global College
Maloro, Tangub City

**LEVEL OF SATISFACTION TOWARDS THE SERVICES OFFERED
BY MILLENNIUM DISTRIBUTION SYSTEM INCORPORATION AMONG THEIR REGISTERED
RETAILERS IN TANGUB CITY**

This adopted-modified questionnaire is designed to determine the level of satisfaction towards the services offered by Millennium Distribution System Incorporation in Tangub City. We greatly appreciate you taking time to provide meaningful answers. Your responses will be kept confidential. Your name will not be revealed in any of our reports or articles.

Direction: Please put check (✓) in the box provided according to the scale below:

4- Strongly Agree 3- Agree 2- Disagree 1- Strongly Disagree

Name: _____ (Optional)

Indicators	4	3	2	1
<i>Retailers Satisfaction in Ordering Service Quality</i>				
Personnel Quality				
1. I am satisfied with the sales agents' knowledge of the products.				
2. I am satisfied with the sales agents' attitude and behavior.				
3. I am satisfied with the sales agents' neatness.				
Information Quality				
1. I am satisfied with the information about the products' availability.				
2. I am satisfied with the company's contact information and website.				
3. I am satisfied with the products' information offered and pricing.				
Order Quality				
1. I am satisfied with the ordering process and accuracy.				
2. I am satisfied with the ordering communication of the sales agent.				
3. I am satisfied with the product updates according to the market demand.				
Timeliness				
1. I am satisfied with the sales agent's updates on time about the product's consistency.				
2. I am satisfied with the time accuracy of the schedule for booking.				
3. I am satisfied with the timeliness according to what the company promises are met.				

Indicators	4	3	2	1
<i>Retailers Satisfaction in Delivery Service Quality</i>				
Assurance				
1. I am satisfied with the delivery personnel; they have experience in their job.				
2. I am satisfied with the delivery personnel's behavior.				
3. I am satisfied with the delivery personnel, and I feel personally safe and secure when delivering the goods.				
Empathy				
1. I am satisfied with the delivery personnel's initiative to fulfill customer/retailer requests.				
2. I am satisfied with the delivery personnel; they are flexible and convenient in operating hours of delivery of goods.				

Indicators	4	3	2	1
3. I am satisfied with the delivery personnel putting extra effort into serving delivery services.				
Reliability				
1. I am satisfied with the delivery personnel delivering the goods in a convenient location.				
2. I am satisfied with the delivery accuracy.				
3. I am satisfied with the delivery personnel delivering the product at the time promised.				
Responsiveness				
1. I am satisfied with the delivery personnel updates or communications for delayed delivery.				
2. I am satisfied with the delivery personnel; they are always willing to help if there are queries from the customers/retailers.				
Tangible				
1. I am satisfied with the product quality delivered by the delivered personnel.				
2. I am satisfied with the delivery personnel's looks and proper dress code.				

Indicators	4	3	2	1
<i>Retailers Satisfaction in Visual Merchandising</i>				
Product Display				
1. I am satisfied with the product; it is visually organized and attractive.				
2. I am satisfied with the agent's efforts and style, the product's uniqueness, and the usually appealing layout.				
3. I am satisfied with the product hangers, which are usually attractive and presentable in the store.				
Window Display				
1. I am satisfied with the creativeness of the display product that will attract me and my customers.				
2. I am satisfied with the planogram merchandising of the display; it will help to learn about visual merchandising in the store.				
3. I am satisfied with the brand's cleanliness and attractiveness of the display.				
Color				
1. I am satisfied with the colorful assortment of the Nestle brand, which could improve store awareness.				
2. I am satisfied with the colorful assortment of the products; it could increase interest in the service by the agent.				
3. I am satisfied with the accuracy of alignments of the color; it could affect the overall reputation of the store.				
Lighting				
1. I am satisfied with the lighting product arrangement.				
2. I am satisfied with the product branding price signage; it is organized and attractive.				
3. I am satisfied with the lighting product design and visibility.				
Store Layout				
1. I am satisfied with the placement of the product hanger, which is presentable and attractive.				
2. I am satisfied with the yearly replacement for product hangers.				
3. I am satisfied with the weekly replacement for the product arrangement.				

Appendix H Pilot Testing Results

ORDERING SERVICE QUALITY

Unidimensional Reliability ▼

Frequentist Scale Reliability Statistics	
Estimate	Cronbach's α
Point estimate	0.913
95% CI lower bound	0.855
95% CI upper bound	0.951

DELIVERY SERVICE QUALITY

Unidimensional Reliability ▼

Frequentist Scale Reliability Statistics	
Estimate	Cronbach's α
Point estimate	0.931
95% CI lower bound	0.886
95% CI upper bound	0.961

VISUAL MERCHANDISING

Unidimensional Reliability

Frequentist Scale Reliability Statistics	
Estimate	Cronbach's α
Point estimate	0.942
95% CI lower bound	0.904
95% CI upper bound	0.967

OVERALL RESULT

Unidimensional Reliability ▼

Frequentist Scale Reliability Statistics	
Estimate	Cronbach's α
Point estimate	0.972
95% CI lower bound	0.954
95% CI upper bound	0.984

CURRICULUM VITAE

Name : Dixie A. Cabanday
Birth date : October 10, 2002
Birth place : Tangub City
Age : 23
Address : Purok Perez, Migcanaway Tangub City
Sex : Female
Nationality : Filipino
Civil Status : Single
Religion : Roman Catholic



Educational Attainment

Tertiary : Bachelor of Science in Business Administration
Major in Marketing Management
Tangub City Global College
S.Y 2021-2026

Senior High : Northwestern Mindanao State College of Science and Technology
Labuyo, Tangub City
S.Y 2020-2021

Junior High : St. Michael's High School
Barangay 1, Tangub City
S.Y 2018-2019

Elementary : St. Michael's High School
Barangay 1, Tangub City
S.Y 2014-2015

Organization and Affiliation

2021-2015 : Member
Junior Association for Marketing Executives
Tangub City Global College
Maloro, Tangub City

Seminars/Webinars Attended

2023 : Business Online Exploration
Tangub City Global College
Maloro, Tangub City

2023 : JUAN BIG IDEA NATIONWIDE
Tangub City Global College
Maloro, Tangub City

2022 : Business General Assembly
Tangub City Global College
Maloro, Tangub City

Name : Chiery Pearl R. Calvo
Birth date : July 21, 2001
Birth place : Ozamiz City
Age : 24
Address : P-1 Lam-an Ozamiz City, Misamis Occidental
Sex : Female
Nationality : Filipino
Civil Status : Single
Religion : Roman Catholic



Educational Attainment

Tertiary : Bachelor of Science in Business Administration
Major in Marketing Management
Tangub City Global College
S.Y 2021-2026

Senior High : Misamis University
H.T Feliciano St. Ozamiz City
S.Y 2019-2020

Junior High : Ozamiz City National High School
Lam-an Ozamiz City 7200
S.Y 2017-2018

Elementary : Ozamiz City Central School
Pinggol Tinago, Ozamiz City
S.Y 2012-2013

Organization and Affiliation

2021-2015 : Member
Junior Association for Marketing Executives
Tangub City Global College
Maloro, Tangub City

Seminars/Webinars Attended

2023 : Business Online Exploration
Tangub City Global College
Maloro, Tangub City

2023 : JUAN BIG IDEA NATIONWIDE
Tangub City Global College
Maloro, Tangub City

2022 : Business General Assembly
Tangub City Global College
Maloro, Tangub City

Name : Sanchai S. Muñoz
Birth date : March 12, 2003
Birth place : Bañadero, Ozamiz City
Age : 22
Address : P-10 Bañadero Ozamiz City, Misamis Occidental
Sex : Female
Nationality : Filipino
Civil Status : Single
Religion : Inglesia Ni Cristo



Educational Attainment

Tertiary : Bachelor of Science in Business Administration
Major in Marketing Management
Tangub City Global College
S.Y 2022-2026

Senior High : Dumingag National High School
Lower landing, Dumingag Zamboanga Del Sur
S.Y 2020-2021

Junior High : Misamis Institute of Technology Inc.
Bañadero, Ozamis City
S.Y 2018-2019

Elementary : Felipe Carreon Memorial Elementary School
Bañadero, Ozamiz City
S.Y 2014-2015

Organization and Affiliation

2021-2015 : Member
Junior Association for Marketing Executives
Tangub City Global College
Maloro, Tangub City

Seminars/Webinars Attended

2023 : Business Online Exploration
Tangub City Global College
Maloro, Tangub City

2023 : JUAN BIG IDEA NATIONWIDE
Tangub City Global College
Maloro, Tangub City

2022 : Business General Assembly
Tangub City Global College
Maloro, Tangub City

Name : Eliaquim T. Magsayo
Birth date : July 13, 2001
Birth place : Sumalig, Zamboanga del Sur
Age : 24
Address : Purok 1, Barangay 6, Tangub City
Sex : Male
Nationality : Filipino
Civil Status : Single
Religion : Born Again



Educational Attainment

Tertiary : Bachelor of Science in Business Administration
Major in Marketing Management
Tangub City Global College
S.Y 2021-2026

Senior High : Misamis Institute of Technology Inc.
Bañadero, Ozamis City
S.Y 2020-2021

Junior High : Tangub City National High School
Mantic, Tangub City
S.Y 2018-2019

Elementary : Tangub City Central School
Mantic, Tangub City
S.Y 2014-2015

Organization and Affiliation

2021-2015 : Member
Junior Association for Marketing Executives
Tangub City Global College
Maloro, Tangub City

Seminars/Webinars Attended

2023 : Business Online Exploration
Tangub City Global College
Maloro, Tangub City

2023 : JUAN BIG IDEA NATIONWIDE
Tangub City Global College
Maloro, Tangub City

2022 : Business General Assembly
Tangub City Global College
Maloro, Tangub City