RESEARCH PAPER

Customers satisfaction of Ytawes fresh milk production

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Abstract

The study marks the consumer satisfaction of dairy milk and aims to study the consumers' satisfaction towards dairy products of CSU Piat. The study was administered to 50 respondents which have been selected through purposive sampling method. It involved consumers of dairy products from various demographic variables like sex, age, occupation, educational attainment, marital status and socio-economic status among respondents across Itawes District of Cagayan. The questionnaire focused on customer satisfaction in terms of product, service, product price, and customers' problem-solving capability. An open-ended question was used for the customers' suggestions and recommendations. Statistical techniques like frequency count and percentage, mean, analysis of variance and t-test were applied. Findings showed a satisfying result along product, service, price and customers' problem-solving capability and rated as very satisfied level of satisfaction. The study concluded that, the good quality of product, services rendered, affordable price, excellent problem-solving capability showed a positive effect in determining customers' satisfaction.

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Introduction

Dairy milk signifies one of inimitable and most essential food ingredients for all mammals. Since the beginning of the life of every single mammal, milk becomes essential. For humans, mother´s milk is frequently a part of daily food during the first years of baby´s life and then in the following years, mother´s milk is substituted by milk gained from other mammal species such as sheep, cow, goat, camel, or buffalo.

Dairy milk, as one class of dairy products, belongs to the cluster of basic daily-consumed products categorized by comparatively high acquisition frequency. However, consumers of milk and all other products in the market are looking into the quality of the products, the services rendered by the manufacturers or producers, and the price of the products as well. Once customers' satisfaction is met, these customers become loyal buyers, likewise, they will speak good comments of industry's products to other buyers, thus increasing its productivity and marketability.

The dairy milk sector is forced to improve the development and maintenance of customer loyalty possibilities due to the intense competition they face (Dong, Blayney, and Owens, 2010). Given the fierce competition, building trust and loyal clienteles is a crucial approach for securing a distinctive and long-lasting competitive edge (Roberts, 2003). The most crucial challenge facing manufacturers as the market becomes more competitive is to provide high-quality goods and services while retaining loyal customers who will help them make long-term profits (Tseng and Seidman, 2007).Customer satisfaction is crucial since it is a method of receiving feedback from customers that businesses can utilize to run their operations. The best predictor of how the firm will do in the future is customer happiness. Customer satisfaction aids in doing a SWOT analysis, which may aid in their business's advance and well-planned development. Additionally, using the suitable resources when manufacturing the items will aid in making the right choice. Similar to that, it fosters the ability to both keep in touch with current clients and attract new ones. (SSRS research 2016) as cited by (Khadka & Maharjan, 2017).

Since the 1980s, it has been believed that one of the best methods for businesses to increase their competitive edge is by meeting client preferences. This has been shown to be favorably correlated with improved company performance, goods, and services, as well as increased competitiveness (Li, Ragu Nathan, Ragu-Nathan & Subba Rao, 2006). Additionally, it is commonly accepted that businesses may use good management tools to sustain corporate stability, development, and profitability by satisfying customers' requirements and wishes. According to Harrison and News's reports from 2002, which support this assertion, 70% of respondents believed that their mechanism strategy to satisfy customers was important and had developed into a potentially valuable means of securing and achieving competitive advantage. Additionally, 91% of respondents believed that this would still be the case in the future.

The perceived quality of a product or service in relation to its price is known as value for money, and it is a need for the dairy sector (Ciavolino & Dahlgaard, 2007). Value for money is based on product price that is competitive, customer discounts, and promotions. According to Cronin & Taylor (1992), pricing and convenience are other important factors that impact consumer satisfaction in addition to customer services. The relationship between price and quality and how it affects perceived value, customer happiness, and consumer behavior is the subject of several researches. Additionally, according to Zeithaml (1988), "consumer value for money is the entire appraisal of a product's utility based on perceptions based on what is received and what is provided." Value, on the other hand, is defined as "what you receive for what you pay for" by Sirohi *et al.* (1998). According to Woodruff & Slater (1997), businesses should modify their strategies to focus on providing superior customer value, as this is a key factor in boosting client retention, satisfaction, and profitability.

Manufacturers must improve their innovation skills to meet market needs and consumer preferences in an era of quickly evolving technology and highly uncertain marketplaces in order to sustain a long-term competitive edge (Panayides, 2006).

By providing exceptional services to manufacturing companies' industrial clients, good customer relationship management not only keeps customers, but also motivates them to offer valuable recommendations for enhancing goods and services (Ramani & Kumar, 2008). Additionally, providing outstanding customer service aids businesses in improving their understanding of client likes and preferences (Kumar 2018).

According to Chang *et al.* (2017) as cited by Zygiaris *et al.* (2022) in their "Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry", stated that customers' satisfaction is predictable to outcome from good service productivity, which will improve customer engagement and interrelatedness.

As cited by Nithish & Dhanya (2020) from the study of Karthikeyan (2019), "Consumer Satisfaction towards Aavin Milk Products". It reveals that the majority of the respondents made their purchases through the agent of the unions, reasonable price, good quality, adequate quality, convenient packaging and correct weightiest are found to be prominent for preferring for Aavin milk products. Proper education and training should be given to milk producers and seller were the main suggestions given by respondents.

In line with Chang *et al.* (2017) Customers' satisfaction is anticipated to be a result of poor service efficiency, which will enhance customer engagement and interpersonal relationships, according to Al (2017), as cited by Zygiaris *et al.* (2022) in their article "Service Quality and Customer Satisfaction in the Post Pandemic World: A Study" Ehsani and Ehsani (2015) also came to the conclusion that price can be a resource used to boost both profit and customer satisfaction. in his research on the effect of product quality and price on customers' satisfaction with the mediator of customer value, as cited by Razak, Ismael (2016).

Thomas (2013), premeditated an exploratory study and surveyed 334 adult shoppers in one of the top retail stores were interviewed by Thomas (2013) as part of an exploratory research he devised. He discovered that the factors that had the greatest to the least impact on consumer satisfaction were product quality, store service, pricing, and product assortment. Therefore, to enhance service performance, it is useful to identify factors that influence customer happiness. Customer satisfaction was significantly influenced by both product and service quality (Evanschitzky, Sharma, & Catja, 2012). Said premises have inspired the CSU Dairy Farming to look into factors leading to customers' satisfaction in the dairy industry, to practice activities that satisfy customers' wants, recognize customers' preferences, resolve customers' criticisms, provide excellent facilities, and establish long term relationships with customers to promote their loyalty. Moreover, the contribution of this paper is to propose guidelines in enhancing Dairy Center services to improve customers' satisfaction effectively; hence, this study was conducted.

Materials and methods
Statement of the Problem

This study has looked into the satisfaction level of the customers of Ytawes fresh milk in CSU Piat. Specifically, it sought to answer the following questions:

1. What is the profile of the respondents in terms of:
1.1 sex;
1.2 age;
1.3 occupation;
1.4 educational attainment;
1.5 marital status; and
1.6 socio-economic status.
2. What is the customers' satisfaction level in terms of:
2.1. product;
2.2. service;
2.3. price of product; and
2.4. customers' problem-solving ability.
3. Is there a significant relationship between the profile of the respondents and their satisfaction level?
4. Is there a significant difference between the satisfaction levels of the respondents when grouped according to their profile?
5. What are the comments, suggestions and recommendations of the respondents to improve the Ytawes fresh milk?

Research Design

Descriptive-correlation method was used in identifying and finding the respondents' profile and satisfaction level on Ytawes fresh milk of CSU –Piat. The primary data were used and collected directly from the customers through the questionnaire method.

Respondents and Sampling Procedure

The respondents of the study were the regular buyers of Ytawes fresh milk in the campus and they were selected through purposive sampling.

Data Gathering Tool

A 4-point Likert Scale Customers' Satisfaction Questionnaire was the instrument used in the study. The questionnaire was adopted from the study of De Guzman, Daniel (2020), titled "Effects of Abrupt Popularity Milktea among Grade 12 Students of Pamantasan ng Lungsod ng Valenzuela" and was modified and validated by experts.

Data Gathering Procedure

The researchers asked permission from the Campus Executive Officer for the conduct of the study. Upon approval, the researchers administered the questionnaire to the respondents. A brief instruction regarding the purpose of the study was given to them before they started answering the questionnaire.

Data Analysis

The results of the data were analyzed using the following statistical tools:

Frequency Count and Percentage

This was used to analyze information about the profile of the respondents.

Mean

This was used to determine the satisfaction level of customers on Ytawes fresh milk of CSU-Piat. To further interpret the means, the following arbitrary scale was used. The respondents of the study were asked to reveal their satisfaction level by using Likert scale as:

Mean value	Weighted Mean	Verbal Interpretation
3.25-4.00	4	Very Satisfied
2.50-3.24	3	Satisfied
1.75-2.49	2	Least Satisfied
1.00-1.74	1	Not Satisfied

Analysis of Variance

This was used to test the significant difference between the satisfaction level of the respondents when grouped according to profile variables such as age, occupation, educational attainment, marital status and socio-economic status.

t-test

This was used to test the significant difference between the satisfaction level of the respondents and their sex.

Results and discussion

Profile of Respondents

Table 1. Frequency and Percentage Distribution of the Respondents' Profile in terms of: Sex, age, occupation, highest educational attainment, marital status and socio-economic status.

Profile	Frequency (n=50)	Percentage (%)
Sex		
Male	31	62.00%
Female	19	38.00%
Age		
Above 50	3	6.00%
36-50	11	22.00%
21-35	25	50.00%
Below 21	11	22.00
Occupation		
Student	19	38.00%
Military	1	2.00%
Teacher	6	12.00%
Cashier	1	2.00%

Profile	Frequency (n=50)	Percentage (%)
Construction Worker	1	2.00%
Driver	1	2.00%
Farmer	9	18.00%
Fire Officer	4	8.00%
Housewife	2	4.00%
Photographer	1	2.00%
Police Officer	4	8.00%
Security Guard	1	2.00%
Highest Educational Attainment		
Master's and doctorate holder	4	8.00%
Master's and doctorate undergraduate	6	12.00%
College graduate	10	20.00%
College undergraduate	24	48.00%
High school graduate	2	4.00%
High school undergraduate	1	2.00%
Elementary graduate	3	6.00%
Elementary undergraduate	0	0%
Marital Status		
Single	32	64.00%
Married	17	34.00%
Widowed	1	2.00%
Separated	0	0%
Socio-economic Status		
31,000-above	10	20.00%
26,000-30,000	3	6.00%
21,000-25,000	3	6.00%
16,000-20,000	3	6.00%
11,000-15,000	3	6.00%
6,000-10,000	10	20.00%
1,000-5,000	12	24.00%
below-1,000	6	12.00%

Table 1 presents the frequency and percentage distribution of respondents' profile in terms of: sex, age, occupation, highest educational attainment, marital status and socio-economic status. With respect to sex, the table reveals that of the 50 respondents, 31 or 62% are males while 19 or 38% are females. Majority of the respondents are males. In terms of age, most of the respondents have age ranging from 21-35, (25 or 50%). Only few of the respondents have age above 50 years old, (3 or 6%).

For the respondents' occupation, the table shows that majority of the respondents are students, (19 or 38%) while only few of the respondents are military, cashier, construction worker, driver, and photographer, (1 or 2%).

As regards the respondents' highest educational attainment, as revealed in the table, most of the respondents are college undergraduates, (24 or 48%) followed by college graduates (10 or 20%). Only one or 2% is a high school undergraduate and nobody of the respondents is an elementary undergraduate.

In terms of the respondents' marital status, 32 or 64% are single, 17 or 34% are married, 1 or 2% is widow and nobody of the respondents is separated.

For the respondents' socio-economic status, as reflected in the table, 12 or 24% have monthly income that ranges from Php1,000 - Php5,000. 10 or 20% have monthly income that ranges from Php31,000-above and Php6,000 - Php10,000. 3 or 6% have monthly income that ranges from Php26,000-Php30,000, Php21,000-Php25,000, Php16,000-Php20,000 and Php11,000-Php15,000. Since most of the respondents are students, they just have a monthly income of Php1000-Php5000.

Weighted mean distribution of the respondents' satisfaction level

Table 2 presents the weighted mean distribution of the respondents' satisfaction level of Ytawes fresh milk in terms of product. As shown in the table, the respondents are very satisfied with the quality, taste, availability, package, aroma, overall acceptance, nutritional value as seen in the label, & variety of

flavors of the Ytawes fresh milk product with an overall mean of 3.70.

Table 2. Weighted Mean Distribution of Customers' Satisfaction Level of Ytawes fresh milk in terms of Product.

Statements	Weighted Mean	Descriptive Value
1. Quality of Ytawes fresh milk	3.64	Very Satisfied
2. Taste of Ytawes fresh milk	3.70	Very Satisfied
3. Availability of Ytawes fresh milk	3.72	Very Satisfied
4. Package of Ytawes fresh milk	3.76	Very Satisfied
5. Aroma of Ytawes fresh milk	3.72	Very Satisfied
6. Nutritional value of Ytawes fresh milk is seen in the label	3.68	Very Satisfied
7. Overall acceptance of the Ytawes fresh milk	3.70	Very Satisfied
8. Variety of flavors are available	3.74	Very Satisfied
9. What is your satisfaction level on the flavored fresh milk?	3.74	Very Satisfied
10. What is your satisfaction level on yoghurt?	3.58	Very Satisfied
11. What is your satisfaction level on milkogel	3.64	Very Satisfied
12. What is your overall satisfaction level of Ytawes fresh milk products?	3.72	Very Satisfied
Overall Weighted Mean	3.70	Very Satisfied

This is similar to the research study of Bebe, van der Lee, & Kilelu (2020), which proves that customers satisfies on the product and packaging of the dairy milk and enhances milk quality assurance to ensure quality product.

Same conclusion is also drawn from the study of Kadakol *et al.* (2020) who found out that the factors considered by the customers before purchasing dairy products are freshness, quality, adulteration, packaging, hygiene, taste, price, brand and ingredients.

Table 3 shows the weighted mean distribution of customers' satisfaction level of Ytawes Fresh milk in terms of Service.

It is reflected in the table that the overall weighted mean of the customers' satisfaction level of Ytawes fresh milk is 3.58 which means that the respondents have a very satisfied with the services of the Dairy Center of CSU-Piat Campus.

This finding is attested by Hernon (2001) claiming that satisfaction and service quality provide a useful output to maintain its quality outlets and delivery.

Table 3. Weighted Mean Distribution of Customers' Satisfaction Level of Ytawes Fresh Milk in terms of Service.

Statements	Weighted Mean	Descriptive Value
1. What is your level of satisfaction of the speed of service of the Dairy Center?	3.64	Very satisfied
2. What is your satisfaction level with the competency and courtesy of the Dairy Center?	3.52	Very Satisfied
3. What is your satisfaction level on the market strategy of Ytawes fresh milk?	3.50	Very Satisfied
4. What is your satisfaction level on the packaging of Ytawes fresh milk?	3.66	Very Satisfied
5. What is your satisfaction level of the quality and quantity Ytawes fresh milk products?	3.46	Very Satisfied
6. The milk retail outlets are conveniently located.	3.60	Very Satisfied
7. Retail outlets provide convenient operating hours to sell milk products.	3.52	Very Satisfied
8. The Dairy Center performs according to my expectations or surpasses it.	3.64	Very Satisfied
9. What is your satisfaction level on the delivery of ordered milk products?	3.56	Very Satisfied
10. The Dairy Center is responsive in delivering its services.	3.62	Very Satisfied
11. Are you satisfied with the overall services of the Dairy Center?	3.64	Very Satisfied
Overall Weighted Mean	3.58	Very Satisfied

Table 4. Weighted Mean Distribution of Customers' Satisfaction Level of Ytawes fresh milk in terms of Product Price.

Statements	Weighted Mean	Descriptive Value
1. The milk products meet the price value.	3.50	Very Satisfied
2. Discount offer is available.	3.28	Very Satisfied
3. The price is consistent.	3.60	Very Satisfied
4. The Dairy Center also gives freebies.	3.26	Very satisfied
5. The price commensurate to the quality product.	3.56	Very satisfied
6. The price of the product is reasonable.	3.58	Very Satisfied
Overall Weighted Mean	3.46	Very Satisfied

Table 4 presents the weighted mean distribution of customers' satisfaction level of Ytawes fresh milk in terms of product price.

Findings show that the respondents are very satisfied with the product price of the Ytawes fresh milk with an overall mean of 3. 46.

This is supported by the Solvay Brussels School (2004) as cited by M. Chan in her article on Business Tips on how your Pricing Affects Customer Satisfaction, claiming that clienteles are significantly more likely to show customer satisfaction when products are priced practically.

Razak (2016) also found in his study, The Impact of Product Quality and Price will affect the observation of the customers and it eventually influence their willingness to become a customer.

Table 5. Weighted Mean Distribution of Customers' Satisfaction Level of Ytawes fresh milk in terms of Customers' Problem-Solving Capability.

Statements	Weighted Mean	Descriptive Value
1. Urgent demand of milk products is being met by the Dairy Center.	3.52	Very Satisfied
2. Defective milk products are getting replaced.	3.40	Very Satisfied
3. The Dairy Center welcomes feedbacks/suggestions/comments from the customers.	3.50	Very Satisfied
4. The Dairy Center handles effectively any complain regarding milk products.	3.56	Very Satisfied
5. Sustainability of customer's need to combat the effect of COVID-19 on food shortages.	3.46	Very Satisfied
6. The Dairy Center observes health protocols.	3.48	Very Satisfied
Overall Weighted Mean	3.49	Very Satisfied

Table 5 shows the weighted mean distribution of the customer's satisfaction level of Ytawes fresh milk in terms of customers' problem-solving capability. As revealed in the table, the respondents are very satisfied with the customers' problem -solving capability with an overall weighted mean of 3.49.

Analysis on the relationship between the respondents' profile and satisfaction level

Table 6 shows the analysis on the relationship between the respondents' age and their satisfaction level in terms of product, service, product price and customers' problem-solving capability.

Table 6. Analysis on the Relationship between Respondents' Age and their Satisfaction Level of Ytawes Fresh Milk.

Variables	Computed r-value	Degrees of Freedom	p value	Decision
Product	-.214	48	.135	Not significant
Service	-.391	48	.005	Significant
Product Price	-.330	48	.019	Significant
Customers' Problem Solving Capability	-.359	48	.011	Significant

It is reflected in the table that there is no significant relationship between age and customers' satisfaction level in terms of product, r(48) = -.214, p=.135 which means that customers' satisfaction level in terms of product is not influenced by their age.

However, there is significant relationship between age and customers' satisfaction level in terms of service, product price and customers' problem solving capability, r(48)=-.391, p=.005, r(48)=-.330, p = .019 and r(48) = -.359, p = .011 respectively.

This indicates that customers' satisfaction level in terms of service, product price and customers' problem-solving capability are influenced by their age. This further implies that the younger the respondent, the higher is his satisfaction level and the older the respondent, the lower is his satisfaction level in terms of service, product price and customers' problem-solving capability.

Table 7 shows the analysis on the relationship between the respondents' sex, occupation, highest educational attainment, marital status and socio-economic status and their satisfaction Level of Ytawes fresh milk.

Table 7. Analysis on the Relationship between the Respondents' sex, occupation, highest educational attainment, marital status and socio-economic status and their Satisfaction Level of Ytawes fresh milk.

Variables	Computed Chi-square Value	Degrees of Freedom	P value	Decision
SEX				
Product	12.814	12	.383	Not significant
Service	9.611	14	.790	Not significant
Product Price	12.025	8	.150	Not significant
Customers' Problem Solving Capability	11.902	9	.219	Not significant
OCCUPATION				
Product	17.761	12	.123	Not significant
Service	14.571	14	.408	Not significant
Product Price	6.122	8	.634	Not significant
Customers' Problem Solving Capability	10.319	9	.325	Not significant
HIGHEST EDUCATIONAL ATTAINMENT				
Product	45.960	36	.124	Not significant
Service	38.740	42	.615	Not significant
Product Price	21.833	24	.589	Not significant
Customers' Problem Solving Capability	39.042	27	.063	Not significant
MARITAL STATUS				
Product	46.207	24	.004	Significant
Service	77.217	28	.000	Significant
Product Price	25.876	16	.050	Significant
Customers' Problem Solving Capability	27.256	18	.074	Not Significant
SOCIO-ECONOMIC STATUS				
Product	27.569	24	.279	Not significant
Service	29.658	28	.380	Not significant
Product Price	13.077	16	.667	Not significant
Customers' Problem Solving Capability	22.760	18	.200	Not significant

As revealed in the table, in terms of respondents' sex, the computed chi- square value of the customers' satisfaction level of Ytawes fresh milk along product, service, product price and customers' problem solving capability are 12.814, 9.611, 12.025, and 11.902 with p - value of .383, .790, .150 and .219 respectively. This means that the customers' satisfaction level of Ytawes fresh milk in terms of price, service, product price and customers problem solving ability are not influenced by their sex. In other words, sex has no bearing on the customers' satisfaction level of Ytawes fresh milk. In terms of respondents' occupation, the computed chi- square value of the customers' satisfaction level of Ytawes fresh milk in relation to product, service, product price and customers' problem solving capability are 17.761, 14.571, 6.122, and 10.319 with p-value of .123, .408, .634, and .325 respectively which means that the customers' satisfaction level of Ytawes fresh milk in terms of product, service, product price and customers problem solving ability are not influenced by their occupation. This further implies that occupation has no connection on the customers' satisfaction level of Ytawes fresh milk.

With respect to respondents' highest educational attainment, the computed chi- square value of the customers' satisfaction level of Ytawes fresh milk in terms of product, service, product price and customers' problem solving capability are 45.960, 38.720, 21.833 and 39.042 with p-value of .124, .615, .589, and ..063 respectively which means that the customers' satisfaction level of Ytawes fresh milk in terms of product, service, product price and customers problem solving ability are not influenced by their highest educational attainment. This further indicates that highest educational attainment has no relation on the customers' satisfaction level of Ytawes fresh milk.

In terms of respondents' marital status, the computed chi- square value of the customers' satisfaction level of Ytawes fresh milk in regard to product, service, product price and customers' problem-solving capability are 46.207, 77.217, 25.816 and 27.256 with p-value of .004, .000, .050 and .047 respectively which means that the customers' satisfaction level of Ytawes fresh milk in terms of product, service, product price are influenced by their marital status.

This further implies that marital status is associated with the customers' satisfaction level of Ytawes fresh milk.

In terms of respondents' socio-economic status, the computed chi- square value of the customers' satisfaction level of Ytawes fresh milk in terms of product, service, product price and customers' problem solving capability are 27.569, 29.658, 13.077 and 22.760 with p-value of .279, .380, .667 and ..200 respectively which means that the customers' satisfaction level of Ytawes fresh milk in terms of product, service, product price and customers' problem solving satisfaction are not influenced by their socio-economic status. This further indicates that socio-economic status has no relationship with the customers' satisfaction level of Ytawes fresh milk.

This finding is supported by Abdullah & Hamdan (2012), they pointed out the significant relationship between socio-demographic profiles of the respondents and customers satisfaction. Results showed that sex, age, monthly income and socio-economic status have a significant relationship with all dimensions of customer satisfaction.

Analysis on the difference in the respondents' satisfaction level when grouped according to their profile

Table 8 shows the difference in the respondents' satisfaction level when grouped according to their sex. Findings show that there is significant difference in the respondents' satisfaction level of Ytawes fresh milk in terms of product and product price when grouped according to their sex with computed t-value of -.541 and .527 with p-value of .050 and .017 respectively.

Table 8. Analysis on the Difference in the Respondents' Satisfaction Level when grouped according to their sex.

Indicators	Computed t-value	Degrees of freedom	P value	Decision
Product	.541	47.669	.050	Significant
Service	.095	48	.702	Not significant
Product Price	.527	46.547	.017	Significant
Customers' Problem Solving Capability	.402	48	.250	Not Significant

This further implies that the respondents' satisfaction level of Ytawes fresh milk in terms of product and product price differ significantly when they are grouped according to their sex. However, there is no significant difference in the respondents' satisfaction level of Ytawes fresh milk in terms of service and customers' problem-solving capability when grouped according to their sex with a computed t- value of .095 and .402 with p-value of .072 and .250 respectively. This further implies that the respondents' satisfaction level of Ytawes fresh milk in terms of service and customers' problem-solving capability are similar when they are grouped according their sex.

Table 9. Difference in the Respondents' Satisfaction Level when grouped according to their age, occupation, highest educational attainment, marital status and socio-economic status

Indicators		Sum of Squares	Df	Mean Square	F-value	P value
AGE						
Product	Between Groups	1615.406	12	134.617	1.464	.182 [ns]
	Within Groups	3402.594	37	91.962		
	Total	5018.000	49			
Service	Between Groups	1775.016	14	126.787	1.368	.220 [ns]
	Within Groups	3242.984	35	92.657		
	Total	5018.000	49			
Product Price	Between	1201.986	8	150.248	1.614	.151 [ns]

Indicators		Sum of Squares	Df	Mean Square	F-value	P value
	Groups					
	Within Groups	3816.014	41	93.074		
	Total	5018.000	49			
Customers' Problem Solving Capability	Between Groups	2379.057	9	264.340	4.007	.001 **
	Within Groups	2638.943	40	65.974		
	Total	5018.000	49			
OCCUPATION						
Product	Between Groups	4.092	12	.341	1.699	.107 ns
	Within Groups	7.428	37	.201		
	Total	11.520	49			
Service	Between Groups	3.357	14	.240	1.028	.450 ns
	Within Groups	8.163	35	.233		
	Total	11.520	49			
Product Price	Between Groups	1.410	8	.176	.715	.677 ns
	Within Groups	10.110	41	.247		
	Total	11.520	49			
Customers' Problem Solving Capability	Between Groups	2.377	9	.264	1.156	.349 ns
	Within Groups	9.143	40	.229		
	Total	11.520	49			
HIGHEST EDUCATIONAL ATTAINMENT						
Product	Between Groups	7.769	12	.647	1.392	.213 ns
	Within Groups	17.211	37	.465		
	Total	24.980	49			
Service	Between Groups	5.039	14	.360	.632	.820 ns
	Within Groups	19.941	35	.570		
	Total	24.980	49			
Product Price	Between Groups	1.457	8	.182	.317	.955 ns
	Within Groups	23.523	41	.574		
	Total	24.980	49			
Customers'	Between	4.024	9	.447	.853	.573 ns

Indicators		Sum of Squares	Df	Mean Square	F-value	P value
Problem Solving Capability	Groups					
	Within Groups	20.956	40	.524		
	Total	24.980	49			
MARITAL STATUS						
Product	Between Groups	7.213	12	.601	3.387	.002 **
	Within Groups	6.567	37	.177		
	Total	13.780	49			
Service	Between Groups	8.721	14	.623	4.310	.000 **
	Within Groups	5.059	35	.145		
	Total	13.780	49			
Product Price	Between Groups	3.390	8	.424	1.672	.135 ns
	Within Groups	10.390	41	.253		
	Total	13.780	49			
Customers' Problem Solving Capability	Between Groups	6.212	9	.690	3.648	.002 **
	Within Groups	7.568	40	.189		
	Total	13.780	49			
SOCIO-ECONOMIC STATUS						
Product	Between Groups	12.472	12	1.039	1.600	.134 ns
	Within Groups	24.028	37	.649		
	Total	36.500	49			
Service	Between Groups	10.849	14	.775	1.057	.425 ns
	Within Groups	25.651	35	.733		
	Total	36.500	49			
Product Price	Between Groups	2.358	8	.295	.354	.938 ns
	Within Groups	34.142	41	.833		
	Total	36.500	49			
Customers' Problem Solving Capability	Between Groups	7.971	9	.886	1.242	.298 ns
	Within Groups	28.529	40	.713		
	Total	36.500	49			

Legend: ns – not significant   ** - significant at .05 level of significance

Table 9 shows the difference in the respondents' satisfaction level when grouped according to their age, occupation, highest educational attainment, marital status and socio-economic status. The table shows that in terms of age, the computed F-values of the customers' satisfaction level of Ytawes fresh milk according to product, service and product price are 1.464, 1.368 and 1.614 with p-values of are .182, .220, and .151 respectively. Since the p-values are greater than .05, this means that there are no significant differences in the respondents' satisfaction level of Ytawes fresh milk in terms of product, service and product price when grouped according to their age. However, there is significant difference in the customers' satisfaction level of Ytawes fresh milk in terms of customers' problem-solving capability when grouped according to their age with computed F-value of 4.007 and with p-value of .001 since the p-value is less than .05. This further implies that the respondents' satisfaction level of Ytawes fresh milk varies in terms of customers' problem-solving capability when grouped according to their age.

In terms of respondents' occupation, the computed F-values of the customers' satisfaction level of Ytawes fresh milk along product, service, product price and customers' problem-solving capability are 1.699, 1.028, .715 and 1.156 with p-values of .107, .450, .677 and .349 respectively. Since the p-values are greater than .05, this means that there are no significant differences in the respondents' satisfaction level of Ytawes fresh milk when classified according to their occupation. This further indicates that the respondents' satisfaction level of Ytawes fresh milk do not differ significantly along product, service, product price and customers' problem-solving capability when grouped according to their occupation.

In terms of respondents' highest educational attainment, the computed F-values of the customers' satisfaction level of Ytawes fresh milk according to product, service, product price and customers' problem-solving capability are and 1.392, .632, .317 and .853 with p-values of .213, .820, .995 and .573 respectively. Since the p-values are greater than .05, this means that there are no significant differences in

the respondents' satisfaction level of Ytawes fresh milk when grouped according to their highest educational attainment. This further implies that the respondents' satisfaction level of Ytawes fresh milk in terms of product, service, product price and customers' problem-solving capability are similar when classified as to their highest educational attainment.

In terms of respondents' marital status, the computed F-values of the customers' satisfaction level of Ytawes fresh milk in terms of product, service and customers' problem-solving capability are 3.387, 4.310 and 3.648 with p-values of .002, .000 and .002 respectively. Since the p values are less than .05, this means that the respondents' satisfaction level of Ytawes fresh milk significantly differs when grouped according to their marital status. However, there is no significant difference in the customers' satisfaction level of Ytawes fresh millk in terms of product price when grouped according to their marital status with computed F-value of 1.672 and with p-value of .135 since the p-value is greater than .05. This further implies that the respondents' satisfaction levels of Ytawes fresh milk in terms of product price are similar regardless of their marital status.

In terms of respondents' socio-economic status, the computed F-values of the customers' satisfaction level of Ytawes fresh milk in regard to product, service, product price and customers' problem-solving capability are 1.600, 1.057, .354 and .1.242 with p-values of .134, .425, .938 and .298 respectively. The p-values are greater than .05 means that there is no significant difference in the respondents' satisfaction level of Ytawes fresh milk production when grouped according to their socio-economic status. Finding further implies that the respondents' satisfaction level of Ytawes fresh milk production in terms of product, service, product price and customers' problem-solving capability are similar.

Conclusion

Based on the results or findings of the study, the following conclusions are drawn:
The Cagayan State University Piat Dairy Center produces good milk products because the customers

are very satisfied with its quality. Based on the descriptive value of the satisfaction level of the customers, the CSU Piat Dairy Center also delivers well its services. The product price is also affordable because the customers are very satisfied with the price value. The Dairy Center has also the ability to handle customers' problem effectively because the respondents rated it with a very satisfied level of satisfaction. In conclusion, the good quality of product, services rendered, affordable price, excellent problem-solving capability showed a positive effect in determining customers' satisfaction (Ng 2005).

Recommendations

For the improvement of Ytawes Fresh milk products, the respondents gave their suggestions and recommendations along the following components:

Foot Notes
Taste

Some of the respondents tasted the milk products excellently good and said that the taste is perfectly okay. To them, there is no more to improve on this component because it is pleasing to the taste. On the other hand, most of them said that the taste of the milk products is a bit too sweet. A very few of them also mentioned that the milk product is sugary. Also, nobody revealed that it is tasteless and not delicious.

Texture

Almost all of the respondents find nothing to improve along this component. They even suggested that the fine and good texture quality of the milk products be maintained. No one found the texture rough. On the other hand, a very few suggested that the milk products should not be too icy or frozen.

Flavor

They like the flavor of the milk products. Most of them want the variety of flavor. They said, "The milk product is delicious." A very few of them revealed that it is flavorless. Also, some brought out that they prefer the natural flavor. The rest suggested that the Dairy Center should try new flavor aside from the existing array of flavor available, and try to make milk products using seasonal fruits too.

Color

Along this component, all respondents are fully satisfied. However, few suggested for new color of the product in addition to the available different colors existing. To them, this will attract more buyers of the products.

Aroma

The aroma delights all the respondent-customers. They are all satisfied of the delicious and sweet - smelling aroma of the milk products. Two of them said that there is a bit malansa smell of the products; hence, they recommended adding more vanilla to make the aroma more pleasing.

Packaging

Most of them are contented with the packaging of the product. Some said, "It's best". "It's beautiful". Nevertheless, there is only one respondent who said that the packaging is not safe. The rest also suggested that the manufacture and expiration date be labeled in the bottle.

Others

For more production of the Dairy Milk Product, the respondents recommended the following: to have more cattle to milk, to deliver milk products to all CSU Campuses, to open more branches of the Dairy Center in other places and to make milk candy version of the milk products.

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