Clientele Safety Satisfaction at The Csu-Piat Dairy Center: An Investigation

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Abstract

This research determines the level of safety satisfaction of the clienteles of the Cagayan State University Dairy Center located at Piat, Cagayan. Particularly, the study includes four groups of respondents – visitors, teaching and non-teaching personnel and students who are selected through random sampling. This descriptive inferential research utilizes a validated researcher-made questionnaire. Findings reveal that the respondents are generally satisfied with their safety in the center with the visitors having the highest satisfaction level. It is suggested that the center should improve its security services and safety feedback mechanism. The respondents also suggest improvements on its product development in order to address customer demands, upgrading of its facilities and regular product registration and monitoring.

Keyword: safety satisfaction, security services, product development, customer demands

Introduction

The dairy industry is a budding venture at Cagayan State University Piat Campus. Through the 'CSU-Piat Dairy Center,' the campus hopes to become a well-known dairy hub in the region. This center caters product development, research on dairy and cow, field studies and educational tours. This facility has started its operations since 2012 and it has achieved milestones such as that it has developed dairy milk products, conducted trainings and initiated innovations in cow milk production. There is also an increasing number of local tourists visiting the center.

In spite of the strong potential of this center to succeed as a regional center in dairy production and as a first choice learning destination, there is also an increasing concern over the safety of the visitors due to some burglary incidents that bring doubt in the mind of every customer and tourist. More so that the campus has a vast open area and that the center is vulnerable to outside elements.

In as much as the CSU Piat Dairy Center is still on its beginning stage, it must be able to establish a good reputation in ensuring the safety of the facilities, employees and visitors. This is the best way to gain the trust of both investors and tourists knowing that they will be far from any harm and danger within the center and get a home away from home experience.

These are the reasons why a study on the clientele safety satisfaction at the CSU-Piat Dairy Center should be conducted.

Objectives

Generally, this study aimed to determine the relationship between the paragraph writing and social media exposure of the pre-service students from the College of Teacher Education.

Specifically, this study answered the following questions:
1. What is the level of satisfaction along security at the CSU Piat Dairy Center along the following aspects?
    1.1.   Dairy Center Services
    1.2.   Security Services
    1.3.   Interpersonal relationship
    1.4.   Products sold
    1.5.   Provision of suggestion box
2. Is there a significant difference in the assessment of the four groups of respondents along the following?
    2.1.   Dairy Center Services
    2.2.   Security Services
    2.3.   Interpersonal relationship
    2.4.   Products sold
    2.5.   Provision of suggestion box

3. What are the recommendations of the respondents for the improvement of the services at the CSU Piat Dairy Center?

Methodology

This study used the descriptive inferential research design. The Free Dictionary by Farlex defines descriptive research as a method that provides an accurate portrayal of the characteristics of a particular individual, situation or group. In this study, the level of satisfaction of visitors, teaching and non-teaching staff and the students on their safety at the CSU Piat Dairy Center is described. Moreover, the assessment of the different groups of respondents are compared in order to arrive at recommendations that ensure better satisfaction and safety operations at the CSU Piat Dairy Center.

The respondents were the 13 visitors, 52 teaching personnel, 65 non-teaching personnel and 92 students from the College of Criminal Justice Education. Random Sampling using Slovin's Formula was utilized in selecting the respondents.

To gather the necessary data, a researcher-made questionnaire was utilized. This went through face validation by certified security professionals and content validation by four research experts.

The data on the level of satisfaction of the four groups of respondents were analyzed using descriptive statistics such as frequency counts and weighted mean. These were further analyzed through the arbitrary scale below.

    4.20 – 5.00   -   Very satisfied
    3.40 – 4.19   -
    Satisfied

2.60 – 3.39   -   Moderately satisfied

1.80 – 2.59   -   Fairly satisfied

1.00 – 1.79   -   Not satisfied

To compute for the difference in perceived level of satisfaction among the four groups of respondents, the researchers used Analysis of Variance.

Review of Related Literature

A comprehensive definition of customer satisfaction in term of pleasurable fulfillment is given by Oliver (1997) as cited by Archakova (2013): "…Satisfaction is the consumer's fulfillment response. It is judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or overfulfillment…"

According to an exhaustive review of Yi (1991) (Grigoroudis & Siskos 2010), customer satisfaction may be defined in two basic ways: either as an outcome, or as a process. The first approach defines satisfaction as a final situation or as an endstate resulting from the consumption experience. The second approach emphasizes the perceptual, evaluative and psychological process that contributes to satisfaction. Although different approaches of defining customer satisfaction may be found in the literature, the most popular of them are based on the fulfillment of customer expectations. As, Gerson (1993), Hill (1996), Oliver (1997), and Vavra (1997) (Grigoroudis & Siskos 2010) mentioned, satisfaction is a standard of how the offered "total" product or service fulfills customer expectations.

Client satisfaction is an important metric for the growth of an organization and client satisfaction surveys are conducted to gather client feedback about new products or services, upcoming concept and feature updates, client service and other domains of an organization. An organization, however small or large, focuses on designing products, services, and overall strategies according to their clients. Keeping clients satisfied is the primary goal of every organization in order to elevate business. Gauging client experiences with an organization not only helps the management of an organization to strategize better to minimize or eliminate negative feedback, but also channelizes the efforts put into making an organization's operations more effective. Client satisfaction surveys are often used to collect client feedback, compare various feedback to form new marketing strategies and improve products and services to contribute to overall progress. Satisfied clients go to great lengths to spread the word about their experience and knowing the number of satisfied clients will only be productive for an organization (www.questionpro.com).

As a result of later studies, 10 determinants of service quality were decreased to the five according to Grönroos (2005). These include tangibles, reliability, responsiveness, assurance and empathy. Assurance, which is the concern of this research, means that employees' behavior will give customers confidence in the firm and that the firm makes customers feel safe. It also means that the employees are always courteous and have the necessary knowledge to respond to customers' questions. This also includes empathy which means that the firm understands customers' problems and performs in their best interests as well as giving customers individual personal attention and having convenient operating hour.

Ronzina (2010) also cites the behavior of the parameters in organization that can be standardized in order to assess quality customer service and these include security in the buying process.

In Turkey, there have been many studies conducted about consumer behavior, preferences, and factors effecting the consumption of milk or dairy products (Hasipek & Kaleli 2002; Hatirli et al 2004; Celik et al 2005; Akbay & Tiryaki 2008; Kilic et al 2009; Ates & Ceylan 2010; Tiryaki & Akbay 2010; Seker et al 2012; Karakaya & Akbay 2013). The food safety subject has also been studied in the farm, collection center and dairy industry sectors. For example, Armagan et al (2009) studied the knowledge, practice, and attitudes of dairy farmers on food safety. Other studies have focused on milk processing industry (Azabagaoglu & Ince 2004), food safety practices and knowledge (Karaman 2012), and the constraints in meeting food

safety requirements (Demirbas & Karagozlu 2008; Karaman et al 2012) in dairy businesses at the local level in Turkey. However, consumers' purchase behavior regarding food safety in dairy products have not received much attention and not been addressed in depth, which is quite necessary. Armed with the knowledge of what is lacking in consumers' awareness of food safety concepts, the policy makers will be able to design and implement effective programs to educate consumers regarding food safety issues. The identification of those important factors that may influence consumers' purchase intention will be helpful to the dairy industry in developing effective campaigns to promote the marketing of safety labeled dairy products

There are many definitions and interpretations of food safety and food security (Leśkiewicz, 2012). Pursuant to the Act of 2006, food safety is defined as "all conditions that need to be met regarding in particular: additives and aroma compounds, levels of View metadata, citation and similar papers at core.ac.uk brought to you by CORE provided by ZENODO 46 contaminating substances, pesticide residues, conditions of food irradiation, organoleptic properties, and actions which need to be undertaken at all stages of food production and turnover – to assure the health and life of man" (Dz.U. z 2006 r. nr 171 poz.1225). In turn, food security is defined as creating possibilities and ensuring supplies of food products of appropriate quality and in appropriate quantity to the population of a given territorial unit (Leśkiewicz, 2012). According to Schejtman and Małysz (2009), however, food security may only be assured by meeting conditions linked with: - physical availability of food –

defined as satisfying the physical demands by the state food economy and by additional import of foods; - economic availability of food – defined as the access to staple food by the poorest households; - wholesome correctness of each food product and food ration consumed, which is tantamount with food being free of any contaminants and providing the basic caloric value and appropriate ratios of nutrients. Apart from the aforementioned definition, worthy of notice is also the nutritional safety denoting the appropriate level of nourishment through providing adequate levels of energy, protein, vitamins, minerals, and other dietary constituents to all members of households (Weingärtner, 2004).

Discussion of Results

The Safety Satisfaction of the Visitors

Table 1 presents the mean distribution of the visitor's safety satisfaction at the CSU-Piat Dairy Center. As gleaned from the table, the respondents are very satisfied with their safety with a weighted mean of 4.88.

This is in line to the objective of the security aspect of the University to ensuring the safety of her students, faculty, staff, and guests within the catchment area of the University as a way of enhancing their educational experience. CSU's approach to crime prevention and personal safety has often taken the shape of creating awareness among members of her community of a need to take certain precautions. It has, through the many initiatives also emphasized a need to make the individual responsible for their own safety and by extension the safety of others.

Table 1. Mean Distribution of the Safety Satisfaction of the Visitors

Dairy Center Services		Mean	Descriptive Value
	1. Conducive area for selling products.	4.90	Very satisfied
	2. Clean area for product display.	5.00	Very satisfied
	3. Location of the center can be easily located.	4.80	Very satisfied
Security Services			
	1. Guard is assigned at the Dairy Center.	4.60	Very satisfied
	2. Guard post is provided near the center.	4.60	Very satisfied
	3. Alternate guard from the employees is available.	4.50	Very satisfied
Interpersonal Relationship			
	1. Dairy personnel are friendly.	5.00	Very satisfied
	2. Dairy personnel provide informative knowledge of the products.	5.00	Very satisfied

		Mean	Descriptive Value
	3. Dairy personnel are available every day	4.80	Very satisfied
Products on Sale			
	1. Products are compliant to FDA requirements.	5.00	Very satisfied
	2. Products are sold in different flavors.	5.00	Very satisfied
	3. Products' shelf life is guaranteed.	5.00	Very satisfied
Suggestion Box			
	1. A suggestion box is available near the center.	5.00	Very satisfied
	2. Suggestions are acted upon by the concerned office.	5.00	Very satisfied
	3. Suggestions are secured from unauthorized disclosure.	5.00	Very satisfied
	Weighted Mean	4.88	Very satisfied

Table 2 shows the mean distribution on the safety satisfaction of the teaching personnel along dairy center services, security services, interpersonal relationship, products in sale and suggestion box. Respondents are very satisfied with the indicators on products are sold in different flavor with a mean of 4.60. This implies that the dairy center makes different flavor of their products to the satisfaction of their clients.

On the other hand, respondents are fairly satisfied with the indicator along security services particularly on guard is assigned at the Dairy Center with a mean of 2.50. This implies that security is at risk at the dairy center due to absence of assigned guards in the area. An overall mean of 3.37 indicates that the respondents are moderately satisfied.

Relative to the findings, Ali (2016) stressed that campus security plays a pivotal and evolving role in colleges and universities, community colleges, trade and vocational schools. Effective campus security finds the right balance between creating an open and free environment and upholding the duty to protect people. This starts with the acknowledgement that security must be part of the campus's evolution.

One of the related theories is the crisis theory is an important phenomenon which has a negative influence on human society. There are a variety of crisis theory and crisis intervention models used to explain how crises develop and what it means for an individual to need crisis intervention. The negative effect is a common sign of security breach and crisis.

Table 2. Mean Distribution of the Safety Satisfaction of the Teaching Personnel

Dairy Center Services		Mean	Descriptive Value
	1. Conducive area for selling products.	3.60	Satisfied
	2. Clean area for product display.	3.60	Satisfied
	3. Location of the center can be easily located.	3.80	Satisfied
Security Services			
	1. Guard is assigned at the Dairy Center.	2.50	Fairly satisfied
	2. Guard post is provided near the center.	3.40	Satisfied
	3. Alternate guard from the employees is available.	3.10	Moderately satisfied
Interpersonal Relationship			
	1. Dairy personnel are friendly.	3.80	Satisfied
	2. Dairy personnel provide informative knowledge of the products.	3.60	Satisfied
	3. Dairy personnel are available every day	3.70	Satisfied
Products on Sale			
	1. Products are compliant to FDA requirements.	3.90	Satisfied
	2. Products are sold in different flavors.	4.60	Very satisfied
	3. Products' shelf life are guaranteed.	4.10	Satisfied

Suggestion Box			
	1. A suggestion box is available near the center.	2.30	Fairly satisfied
	2. Suggestions are acted upon by the concerned office.	2.40	Fairly satisfied
	3. Suggestions are secured from unauthorized disclosure .	2.10	Fairly satisfied
	Weighted Mean	3.37	Moderately satisfied

Table 3 reflects the mean distribution on the safety satisfaction of the students along dairy center services, security services, interpersonal relationship, products in sale and suggestion box. Respondents are very satisfied with the indicators on Location of the Center can be easily located with a mean of 4.40, dairy personnel are friendly with a mean of 4.40, products are sold in different flavor with a mean of 4.60. This implies that the dairy center is accessible to the clients with hospitable and loving employees.

On the other hand, respondents are not satisfied with the indicator a suggestion box is available near the Center with a mean of 1.70. This implies that suggestion box is not available in the Center. The respondents perceived and recognized the importance of a suggestion box. A suggestion box encourages students, employees, customers and visitors to give suggestions, comments, feedback on a service or offering for the improvement of the Center.

An overall mean of 3.37 indicates that the respondents are moderately satisfied.

Table 3. Mean Distribution of the Safety Satisfaction of the Students

Dairy Center Services		Mean	Descriptive Value
	1. Conducive area for selling products.	3.70	Satisfied
	2. Clean area for product display.	3.90	Satisfied
	3. Location of the center can be easily located.	4.40	Very satisfied
Security Services			
	1. Guard is assigned at the Dairy Center.	1.20	Not satisfied
	2. Guard post is provided near the center.	2.30	Fairly satisfied
	3. Alternate guard from the employees is available.	2.20	Fairly satisfied
Interpersonal Relationship			
	1. Dairy personnel are friendly.	4.60	Very satisfied
	2. Dairy personnel provide informative knowledge of the products.	2.30	Fairly satisfied
	3. Dairy personnel are available every day	3.30	Moderately satisfied
Products on Sale			
	1. Products are compliant to FDA requirements.	3.90	Satisfied
	2. Products are sold in different flavors.	4.60	Very satisfied
	3. Products' shelf life are guaranteed.	3.90	Satisfied
Suggestion Box			
	1. A suggestion box is available near the center.	1.70	Not satisfied
	2. Suggestions are acted upon by the concerned office.	3.10	Moderately satisfied
	3. Suggestions are secured from unauthorized disclosure .	2.40	Fairly satisfied
	Weighted Mean	3.17	Moderately satisfied

Table 4 shows the mean distribution on the safety satisfaction of the non-teaching personnel along dairy center services, security services, interpersonal relationship, products

in sale and suggestion box. Respondents are very satisfied with the indicators on conducive area for selling products, Location of the Center can be easily located, products 'shelf life are guaranteed with a mean of 4.70 respectively.

This implies that the dairy center is compliant with the standards set by the Department of Trade and Industry (DTI).

On the other hand, respondents are not satisfied with the indicator a suggestion box is available near the Center with a mean of 1.70. This implies that suggestion box is not available in the Center. The respondents perceived and recognized the importance of a suggestion box. A suggestion box encourages students, employees, customers and visitors to give suggestions, comments, feedback on a service or offering for the improvement of the Center.

An overall mean of 3.37 indicates that the respondents are moderately satisfied.

Table 4. Mean Distribution of the Safety Satisfaction of the Non-teaching Personnel

Dairy Center Services	Mean	Descriptive Value
1. Conducive area for selling products.	4.70	Very satisfied
2. Clean area for product display.	4.60	Very satisfied
3. Location of the center can be easily located.	4.70	Very satisfied
Security Services		
1. Guard is assigned at the Dairy Center.	2.80	Moderately satisfied
2. Guard post is provided near the center.	3.00	Moderately satisfied
3. Alternate guard from the employees is available.	3.70	Satisfied
Interpersonal Relationship		
1. Dairy personnel are friendly.	4.00	Satisfied
2. Dairy personnel provide informative knowledge of the products.	4.60	Very satisfied
3. Dairy personnel are available every day	4.10	Satisfied
Products on Sale		
1. Products are compliant to FDA requirements.	4.40	Very satisfied
2. Products are sold in different flavors.	4.00	Satisfied
3. Products' shelf life are guaranteed.	4.70	Very satisfied
Suggestion Box		
1. A suggestion box is available near the center.	3.70	Satisfied
2. Suggestions are acted upon by the concerned office.	3.80	Satisfied
3. Suggestions are secured from unauthorized disclosure .	4.00	Satisfied
Over-all Weighted Mean	4.05	Satisfied

Table 5 presents the Over-all Safety Satisfaction of the Respondents. As gleaned from the table, the respondents are satisfied as shown in the over all mean of 3.87. It implies that the respondents are satisfied along the services of CSU-PIAT Dairy Center.

Table 5. Over-all Safety Satisfaction of the Respondents

Dairy Center Services	Mean	Descriptive Value
1. Conducive area for selling products.	4.23	Very satisfied
2. Clean area for product display.	4.28	Very satisfied
3. Location of the center can be easily located.	4.43	Very satisfied
Security Services		
1. Guard is assigned at the Dairy Center.	2.78	Moderately satisfied
2. Guard post is provided near the center.	3.33	Moderately satisfied

	3. Alternate guard from the employees is available.	3.38	Moderately satisfied
Interpersonal Relationship			
	1. Dairy personnel are friendly.	4.35	Very satisfied
	2. Dairy personnel provide informative knowledge of the products.	3.88	Satisfied
	3. Dairy personnel are available every day	3.98	Satisfied
Products on Sale			
	1. Products are compliant to FDA requirements.	4.30	Very satisfied
	2. Products are sold in different flavors.	4.55	Very satisfied
	3. Products' shelf life are guaranteed.	4.43	Very satisfied
Suggestion Box			
	1. A suggestion box is available near the center.	3.18	Moderately satisfied
	2. Suggestions are acted upon by the concerned office.	3.58	Satisfied
	3. Suggestions are secured from unauthorized disclosure .	3.38	Moderately satisfied
	Weighted Mean	3.87	Satisfied

Among the four group of respondent's visitors are very satisfied with a weighted mean of 4.88, the teaching and students rated it as moderately satisfied with a weighted means of 3.37 and 3.17 respectively. The non-teaching personnel rated it as satisfied with a weighted mean of 5.05. The over-all weighted mean is 3.87 which is satisfied.

Table 6. Weighted Mean Distribution of the Over-all Level of the Safety Satisfaction of the Respondents

Groups of Respondents	Weighted Mean	Descriptive Value
1. Visitors	4.88	Very satisfied
2. Teaching Personnel	3.37	Moderately satisfied
3. Students	3.17	Moderately satisfied
4. Non-Teaching Personnel	4.05	Satisfied
Over-all Weighted Mean	3.87	Satisfied

Analysis of Variance on the Safety Satisfaction of the Four Groups of Respondents

Source of Variation	*SS*	*Df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	27.02533	3	9.008444	17.09614	5.29E-08 (0.01)	2.769431
Within Groups	29.508	56	0.526929			
Total	56.53333	59				

Significance Level = 0.05

There is a highly significant difference in the safety satisfaction of the respondents at $p<.05$ level for the four groups with [F 3, 56 = 17.09614, p-value = 5.29E-08].

Table 7 presents the recommendations of the respondents. As gleaned from the table, more processed milk products ranked number one followed by better marketing strategies, upgrading of the milking parlor, Regular (physical aspect) check-up from regulatory agencies (DTI, FDA, LGU), Sanitation inspection by concerned agencies (DA/LGU), Procurement of processing equipment, Allocation / outsourcing of funds, Provision of vehicle for marketing purposes, Regular

inventory of products, and Provision of website for wide marketing purposes.

It implies that provision for more processed milk products should be encourage

in order to meet the demands of the customers. Provision for website for marketing purposes shall likewise be encouraged.

Table 7. Recommendations of the Respondents

	Items	Rank
1	More processed milk products	1
2	Regular (physical aspect) check-up from regulatory agencies (DTI, FDA, LGU)	4
3	Regular inventory of products	9
4	Sanitation inspection by concerned agencies (DA/LGU)	5
5	Provision of website for wide marketing purposes	10
6	Procurement of processing equipment	6
7	Upgrading of the milking parlor	3
8	Provision of vehicle for marketing purposes	8
9	Better marketing strategies	2
10	Allocation / outsourcing of funds	7

Conclusion

It is concluded that there is a high level of safety satisfaction at the CSU Piat Dairy Center specifically among the visitors followed by the non-teaching personnel. However, there is a highly significant difference in the safety satisfaction of the respondents. Among the different services in the dairy center which are assessed, security services and safety feedback mechanism are rated lowest while rated highest are its area location and available products. Certain aspects of the services in the dairy center such as the development of more processed milk, better marketing strategies, upgrading of the processing facility and regular inspection from regulating and monitoring agencies are suggested by the respondents.

Recommendations

In spite of the generally high level of safety satisfaction among the respondents, there is a significant difference in their assessment. Hence, it is recommended that the dairy center should improve its services, particularly its security services and safety feedback mechanism. Improvements on its product development, upgrading of its facilities and regular product registration and monitoring are highly recommended.

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