

**CUSTOMER EXPERIENCE MANAGEMENT AS A DRIVER FOR
PREFERENCE
AND SATISFACTION IN THE SERVICE INDUSTRY**

A Research Paper

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Abstract

This study determined the role of Customer Experience Management (CEM) as a driver of customer preference and satisfaction in the service industry, specifically focusing on modernized jeepney services in Iloilo City. The respondents of the study were passengers who regularly use modernized jeepneys as a mode of transportation. The study examined customer experience management in terms of customer expectation and customer experience, and how these influence customer preference and satisfaction.

The study employed a quantitative, survey-correlational research design and utilized a researcher-made questionnaire as the primary instrument for data collection. A total of 200 respondents were selected using quota sampling. The data gathered were analyzed using frequency distribution, percentage, mean, standard deviation, analysis of variance (ANOVA), independent samples t-test, and Pearson's r correlation.

The results revealed that passengers had very high expectations and high levels of actual experience with modernized jeepney services. Overall, customer preference and satisfaction were rated high. Findings further showed that age had a significant effect on customer experience, while sex, civil status, and type of passenger showed no significant differences in customer preference and satisfaction. Correlation analysis revealed a significant relationship between Customer Experience Management, customer preference, and customer satisfaction. The study concludes that effective Customer Experience Management plays a vital role in enhancing commuter preference and satisfaction in the modernized jeepney service industry.

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