

Customer loyalty to an internet service provider after Typhoon Odette

Questionnaire

Dear Participants,

We are implementing a project assessing customer loyalty to an Internet service provider after a massive disruption, specifically Typhoon Odette. This study intends to develop a model that predicts customer loyalty. We assure you that your personal information remains confidential, and the results will be used only for research purposes. This will take you 20 minutes to answer this question.

Thank you very much.

Sincerely,

Researchers

Informed Consent Agreement

A study will be conducted to assess customer loyalty to an Internet service provider (PLDT, GLOBE, etc.) during a massive disruption. The destruction caused by Typhoon Odette was determined in the case study. The data collected will be utilized to model and predict customer loyalty to an Internet service provider after Typhoon Odette using structural equation modelling.

As part of my informed consent agreement, I completely understand and agree with the following statements.

A. Voluntary Participation

My participation in this study is completely voluntary, and I am free to decline for any reason. Furthermore, I am aware that I can inquire about any details of this study before giving my consent to participate.

B. Confidentiality

I understand that the researchers will protect my data from unauthorized disclosure, tampering, or damage. The necessary steps they will take are the following: (1) the use of codes in lieu of your real name, (2) non-disclosure of recorded interviews other than the people involved in the research. Moreover, in this survey questionnaire, disclosing my name is given as an optional choice.

C. Risks

There is no other noteworthy risk in this study other than my time.

D. Benefits

I am aware that I will not be given any monetary incentive for my participation in this study and that I am assisting in furthering the knowledge related to this research topic. The outcome of this study will further the knowledge of customer loyalty to an Internet service provider. Moreover, the findings of this study will also benefit society through possible improvements to Internet utility services.

E. Right to Refuse or Withdraw

My participation in this study is voluntary. I may withdraw from this study anytime should I feel uncomfortable with the questions. Additionally, should I wish to know the results of the study or review the transcribed record of the interview, I may notify the researchers through the provided mobile numbers or email below. If I have any concerns regarding my participation in this research study, I may contact the researchers at this number: 0926-017-1370 email: robertosuson29@gmail.com

Do you agree with the informed consent agreement discussed?

☐ Yes, I agree.

☐ No, I disagree

Qualifier Question

Do you have a cabled Internet/home WiFi connection (excluding mobile data) at home?

☐ Yes

☐ No

Are you the main subscriber (i.e., payor/decision maker) of your home Internet service provider?

☐ Yes

☐ No

If you answered "NO" to either of the questions, you may stop answering the Questionnaire.

Personal Information

The following questions will require you to supply your personal details relevant to the study we are conducting.

Full Name

Email
address

(Last Name, First Name, Middle Initial) - Optional

Permanent Address or Current address/location

☐ Cebu City

☐ Mandaue City

☐ Southern Cebu

☐ Lapu-Lapu City

☐ Talisay City

☐ Northern Cebu

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| 4. Considering the inconvenience experienced after Typhoon Odette, the compensation I obtained from my Internet service provider was reasonable. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. My Internet service provider has fair policies and practices in handling my Internet-related problems encountered after Typhoon Odette. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Brand Image

The succeeding questions will require you to assess your tangible and intangible association (i.e., brand credibility, brand character, perceived quality) with your Internet service provider.

strongly
not
agree

1 2 3 4 5 6 7

strongly
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| 6. My Internet service provider has improved the features of their services after the problems caused by Typhoon Odette. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. Despite the destruction caused by Typhoon Odette, the service of my Internet service provider is a better value for money. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. After Typhoon Odette, my Internet service provider offers a new broad range of products. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9. After Typhoon Odette, my Internet service provider continues to provide business in an ethical way. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 10. After Typhoon Odette, my Internet service provider is still maintaining the quality of their services. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Perceived Value

The succeeding questions will require you to assess your perceived trade-off value between what you receive and what you exchange to acquire the service from your Internet service provider after Typhoon Odette.

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strongly
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| 11. After Typhoon Odette, the service quality of my Internet service provider was adequate, considering the price I paid. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 12. Compared to its competitors, my Internet service provider has good prices with better services after Typhoon Odette. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 13. After Typhoon Odette, my experiences with my Internet service provider were more positive than negative. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 14. After Typhoon Odette, my relationship with my Internet service provider has become very beneficial. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Service Quality

The succeeding questions will require you to assess the level of the delivered services by your Internet service provider in response to your expectations to bring forth better service after Typhoon Odette.

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| 15. After Typhoon Odette, my Internet service provider delivered services of the highest quality. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 16. After Typhoon Odette, my Internet service provider is considered very reliable. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 17. After Typhoon Odette, my Internet service provider continues to be regarded as outstanding. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 18. When I needed assistance after Typhoon Odette, I received prompt assistance from their customer service department. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Customer Loyalty

The succeeding questions will require you to assess the extent of your commitment and vulnerability to stay from the same Internet service provider even after Typhoon Odette.

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| 19. After Typhoon Odette, I will continue my subscription to my Internet service provider in the future. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 20. After Typhoon Odette, I will still recommend my Internet service provider to my friends. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 21. After Typhoon Odette, I will still favor my Internet service provider by a long way. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 22. After Typhoon Odette, I am pleased with my Internet service provider's coverage and offers. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 23. After Typhoon Odette, the probability of switching to another Internet service provider is very unlikely. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Customer Satisfaction

The succeeding questions will require you to assess and reflect on your overall judgment of the product or service offered by your Internet service provider after Typhoon Odette.

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| 24. After Typhoon Odette, my subscription experience with my Internet service provider made me satisfied. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 25. After Typhoon Odette, my choice to stay with my Internet service provider was a wise one. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 26. After Typhoon Odette, I felt satisfied with the services offered by my Internet service provider. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 27. After Typhoon Odette, my Internet service provider met all my Internet-related needs. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

strongly
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agree

Service Innovation

The succeeding questions will require you to assess the service process innovation by which your Internet service provider responds to your needs by using technical capabilities involving interaction with partners to reduce service risk.

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| 28. After Typhoon Odette, my Internet service provider has improved its products and services. | O O O O O O O |
| 29. After Typhoon Odette, my Internet service provider has improved its existing service development processes. | O O O O O O O |
| 30. After Typhoon Odette, my Internet service provider has reduced the possibility of any of its services failing. | O O O O O O O |
| 31. After Typhoon Odette, my Internet service provider offered new features versus competitive services. | O O O O O O O |

Responsiveness

The succeeding questions will require you to assess the willingness and accountability of your Internet service provider to support their clients after Typhoon Odette.

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| | strongly | 1 | 2 | 3 | 4 | 5 | 6 | 7 | strongly |
| | not | | | | | | | | agree |
| | agree | | | | | | | | |
| 32. After Typhoon Odette, I receive immediate service from the employees of my Internet service provider. | | O | O | O | O | O | O | O | |
| 33. After Typhoon Odette, the employees of my Internet service provider are always willing to help customers. | | O | O | O | O | O | O | O | |
| 34. After Typhoon Odette, the employees of my Internet service provider respond to customer requests promptly. | | O | O | O | O | O | O | O | |
| 35. After Typhoon Odette, my Internet service provider's helpline is easily accessible. | | O | O | O | O | O | O | O | |
| 36. After Typhoon Odette, the employees of my Internet service provider continue to exhibit their supportive nature. | | O | O | O | O | O | O | O | |

Tangibility

The succeeding questions will require you to assess the service outlets, customer service centers, how charismatic and well-trained their employees are, the attractive services offered and the facilities of your Internet service provider.

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| | strongly | 1 | 2 | 3 | 4 | 5 | 6 | 7 | strongly |
| | not | | | | | | | | agree |
| | agree | | | | | | | | |
| 37. The physical facilities of my Internet service provider are still structurally sound even after Typhoon Odette. | | O | O | O | O | O | O | O | |
| 38. The materials associated with the services provided by my Internet service provider are still visually appealing even after Typhoon Odette. | | O | O | O | O | O | O | O | |
| 39. Informative materials regarding the services offered by my Internet service provider are visually appealing at their physical facility. | | O | O | O | O | O | O | O | |
| 40. After Typhoon Odette, the employees (i.e., technicians, customer service) of my Internet service provider are properly dressed. | | O | O | O | O | O | O | O | |

Reliability

The succeeding questions will require you to assess your Internet service provider regarding its dedication to its commitment.

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| | strongly | 1 | 2 | 3 | 4 | 5 | 6 | 7 | strongly |
| | not | | | | | | | | agree |
| | agree | | | | | | | | |
| 41. After Typhoon Odette, when I have Internet-related problems, my Internet service provider is sympathetic and reassuring. | | O | O | O | O | O | O | O | |
| 42. After Typhoon Odette, my Internet service provider continues to be dependable. | | O | O | O | O | O | O | O | |
| 43. After Typhoon Odette, my Internet service provider provides its services at the time it promises to do so. | | O | O | O | O | O | O | O | |
| 44. After Typhoon Odette, my Internet service provider continues to keep its customer records (i.e., billing statements) accurately. | | O | O | O | O | O | O | O | |

Empathy

The succeeding questions will require you to assess the extent to which you are given individual care, personalized consideration and attention by your Internet service provider after Typhoon Odette.

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| | strongly | 1 | 2 | 3 | 4 | 5 | 6 | 7 | strongly |
| | not | | | | | | | | agree |
| | agree | | | | | | | | |
| 45. After Typhoon Odette, the employees of my Internet service provider give me proper attention. | | O | O | O | O | O | O | O | |
| 46. After Typhoon Odette, the employees of my Internet service provider are knowledgeable about my specific Internet-related needs. | | O | O | O | O | O | O | O | |
| 47. After Typhoon Odette, my Internet service provider operates according to business hours convenient to most customers. | | O | O | O | O | O | O | O | |
| 48. After Typhoon Odette, my Internet service provider prioritizes my best interest. | | O | O | O | O | O | O | O | |

Assurance

The succeeding questions will require you to assess the degree to which your Internet service provider employees are conversant, well-mannered, capable of invigorating trust, and their ability to inspire trust and confidence after Typhoon Odette.

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| | strongly | 1 | 2 | 3 | 4 | 5 | 6 | 7 | strongly |
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| 49. After Typhoon Odette, the employees of my Internet service provider instill confidence in their customers. | ○ ○ ○ ○ ○ ○ ○ |
| 50. After Typhoon Odette, I feel safe doing transactions (e.g., payments and inquiries) with my Internet service provider. | ○ ○ ○ ○ ○ ○ ○ |
| 51. After Typhoon Odette, the employees of my Internet service provider are consistently courteous. | ○ ○ ○ ○ ○ ○ ○ |
| 52. The employees of my Internet service provider have the knowledge to answer my questions regarding my Internet-related problems caused by Typhoon Odette. | ○ ○ ○ ○ ○ ○ ○ |