

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

4. Considering the inconvenience experienced after Typhoon Odette, the compensation I obtained from my Internet service provider was reasonable. ○ ○ ○ ○ ○ ○ ○ ○
5. My Internet service provider has fair policies and practices in handling my Internet-related problems encountered after Typhoon Odette. ○ ○ ○ ○ ○ ○ ○ ○

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 agree

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

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.

strongly not agree 1 2 3 4 5 6 7 strongly agree

11. After Typhoon Odette, the service quality of my Internet service provider was adequate, considering the price I paid. ○ ○ ○ ○ ○ ○ ○ ○
12. Compared to its competitors, my Internet service provider has good prices with better services after Typhoon Odette. ○ ○ ○ ○ ○ ○ ○ ○
13. After Typhoon Odette, my experiences with my Internet service provider were more positive than negative. ○ ○ ○ ○ ○ ○ ○ ○
14. After Typhoon Odette, my relationship with my Internet service provider has become very beneficial. ○ ○ ○ ○ ○ ○ ○ ○

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.

strongly not agree 1 2 3 4 5 6 7 strongly agree

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

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.

strongly not agree 1 2 3 4 5 6 7 strongly agree

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

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.

strongly not agree 1 2 3 4 5 6 7 strongly agree

24. After Typhoon Odette, my subscription experience with my Internet service provider made me satisfied. ○ ○ ○ ○ ○ ○ ○ ○
25. After Typhoon Odette, my choice to stay with my Internet service provider was a wise one. ○ ○ ○ ○ ○ ○ ○ ○
26. After Typhoon Odette, I felt satisfied with the services offered by my Internet service provider. ○ ○ ○ ○ ○ ○ ○ ○
27. After Typhoon Odette, my Internet service provider met all my Internet-related needs. ○ ○ ○ ○ ○ ○ ○ ○

strongly not agree 1 2 3 4 5 6 7 strongly agree

