


**CUSTOMER SATISFACTION, MONETARY INCENTIVE
AND WORD-OF-MOUTH COMMUNICATION :
THE CASE OF THE RETIREE MEMBERS
OF THE PHILIPPINE RETIREMENT
AUTHORITY PROGRAM**



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**Customer Satisfaction, Monetary Incentive, and Word-of-Mouth
Communication: The Case of the Retiree-Members of the
Philippine Retirement Authority
Program**

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ABSTRACT

This study involved the assessment of customer satisfaction, monetary incentive (for marketers and non-marketers) and the likelihood of word-of-mouth communication among retiree-members of the Philippine Retirement Authority Program. The study employed a correlational study to determine the relationship between variables.

The researcher adapted Cronin and Taylor's version of SERVQUAL, which is referred to as SERVPERF, with 22 questions in five (5) dimensions of service performance. She made minimal wording changes to the original content of the instrument and focused on the performance (SERVPERF). This focus was deemed appropriate because the intent was to examine the relative importance of the performance dimensions. The respondents of this study are retiree-members of the Philippine Retirement Authority, using the quantitative method of data collection.

Findings showed that mostly satisfied non-marketer retiree-members were more likely to generate word-of-mouth communication than marketers who receive monetary incentives. Results suggest that mostly-satisfied retiree-members generate more word-of-mouth, independent of incentives. It is hoped that the findings would be of help to guide the design and targeting of programs that proactively encourage and manage word-of-mouth communication, thus resulting to customer satisfaction, reduced cost and productivity for the Philippine Retirement Authority.

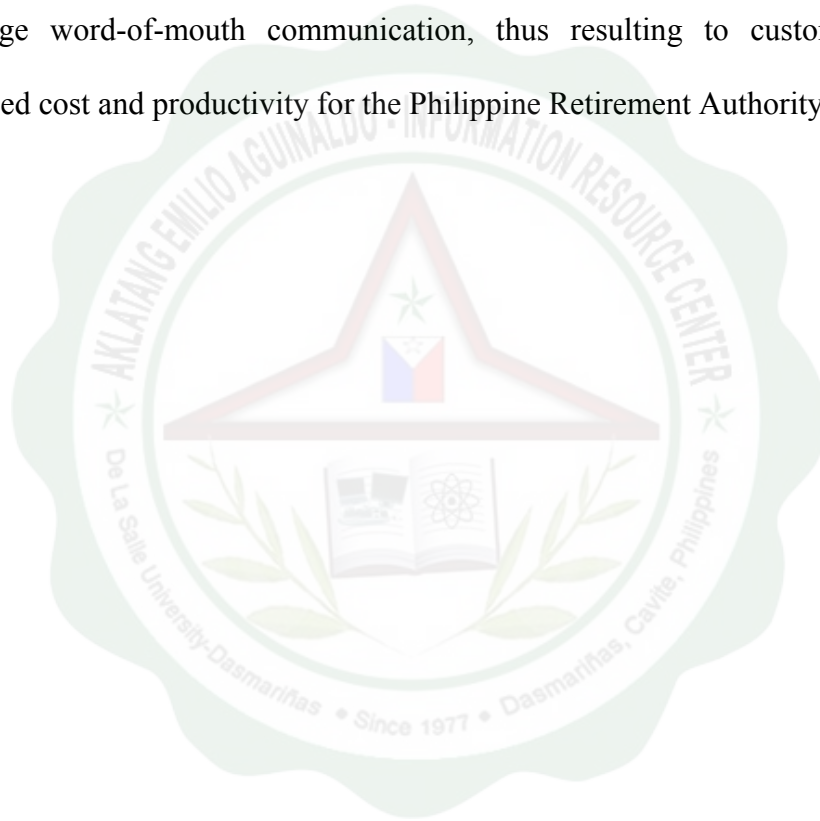


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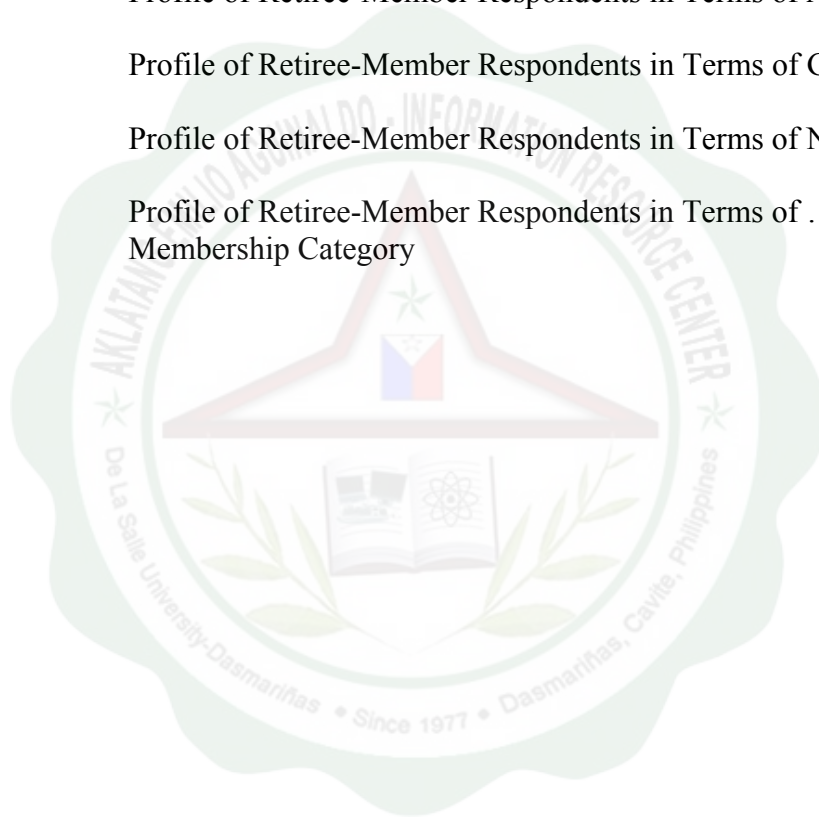
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