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Research Article

Client Perceptions of Product Quality and Service Attitude Among Party Event Suppliers

Kj A. Aurestila, Vibie C. Capio

Author Information:

College of Business Administration, St. John Paul II College of Davao, Davao City, Philippines

Corresponding Author:

Vibie C. Capio
Email: vibiecapio1998@gmail.com

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Abstract. This study examined the perceived product quality and service attitude of party event suppliers in Davao City, Philippines, and determined whether client evaluations differed according to monthly income. It also investigated the relationship between product quality and service attitude. A quantitative, non-experimental descriptive-correlational research design with a comparative component was employed. The study collected data from 200 clients using a self-administered questionnaire and convenience and quota sampling techniques. Product quality was measured in terms of lifespan, features, performance, and serviceability, while service attitude was assessed through problem solving, empathic feeling, enthusiastic service, and friendliness. Data were analyzed using frequency and percentage, weighted mean, standard deviation, one-way analysis of variance, and Pearson product-moment correlation. The results revealed that clients rated product quality (M = 3.60, SD = 0.30) and service attitude (M = 3.68, SD = 0.25) at a very high level. No significant differences were found in product quality, $F(3, 196) = 0.01$, $p = .998$, or service attitude, $F(3, 196) = 1.16$, $p = .330$, across monthly income groups. However, product quality was significantly and positively related to service attitude, indicating that clients who gave higher ratings to product quality also tended to evaluate suppliers' service attitudes more favorably. These findings suggest that party event suppliers should maintain consistent product standards and responsive, courteous service to strengthen positive client evaluations. Future research may explore additional factors influencing client perceptions to provide a broader understanding of product quality and service attitude in the party events supply sector.

Keywords: *Client satisfaction; Davao City; Party events suppliers; Product quality; Service attitude.*

Product quality and service attitude are important considerations in consumer evaluations of retail businesses. However, limited empirical evidence explains how these two factors relate among party event suppliers in Davao City, Philippines. This gap is particularly relevant to businesses selling balloons, candles, decorations, banners and backdrops, tableware, party favors, cake accessories, gift materials, and other supplies for birthdays, weddings, anniversaries, graduations, and similar celebrations. Customers purchasing these products must consider whether the items meet their intended purposes and event requirements while also assessing how suppliers respond to their questions, preferences, and concerns. The central problem, therefore, is whether clients' evaluations of product quality are associated with their perceptions of suppliers' service attitude and whether these evaluations differ across monthly income groups. Addressing this problem can provide a more focused understanding of customer experiences in a specialized retail sector that has received less attention than general retail and other service industries.

The contemporary retail environment increasingly requires businesses that sell directly to consumers to compete

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not only through the availability and attractiveness of merchandise but also through the quality of the purchasing interaction (Das Guru & Paulssen, 2020; Sen et al., 2022). Consumers commonly evaluate products through observable and experiential quality cues, particularly when determining whether an item will meet its intended purpose and their expectations (Lohan et al., 2020). For party event suppliers, product selection can involve uncertainty about durability, functionality, appearance, and suitability for specific celebrations. Supplier assistance may therefore help customers make informed choices and address concerns about product satisfaction and returns (Guo & Chen, 2023). Consequently, customers may evaluate both the products they purchase and their interactions with suppliers, including how effectively suppliers communicate, provide assistance, and respond to concerns during the purchasing process (Harman & Porter, 2021).

Product quality is multidimensional and extends beyond a general assessment of whether an item is satisfactory (Loureiro et al., 2020). Research indicates that customers' evaluations of product quality may influence subsequent behavior and vary according to product characteristics and intended use (Tunahan & Kutlu, 2022). In this study, product quality is examined through lifespan, features, performance, and serviceability, reflecting dimensions associated with durability, product characteristics, functional effectiveness, and the ease of addressing product-related concerns (Luczak et al., 2020). Lifespan refers to the expected longevity and useful period of party products, particularly when items must remain usable during a planned celebration. Features encompass the characteristics, designs, functions, and available options that allow products to match customers' preferences, themes, and event requirements. Performance concerns how reliably products fulfill their intended functions, while serviceability refers to how easy it is to maintain, repair, replace, or resolve problems associated with a product. These dimensions provide a structured basis for evaluating the quality of party supplies from the customer's perspective.

Alongside product quality, service attitude is an important consideration in customer-facing transactions because clients observe how sellers respond to their needs and concerns (Otterbring et al., 2023). Recent research identifies friendliness, empathy, enthusiasm, and problem solving as important attributes of service attitude (Kuo et al., 2022). In this study, problem solving refers to the supplier's ability and willingness to address customer concerns, complaints, and product-related difficulties. Empathic feeling involves understanding and responding appropriately to customers' needs, preferences, and circumstances. Enthusiastic service refers to energetic, proactive, positive, and attentive assistance, whereas friendliness encompasses courteous, approachable, respectful, and pleasant interpersonal behavior. These dimensions matter when customers request product information, seek help selecting party supplies, ask for replacements, or report products that are damaged, incomplete, unsuitable, or inconsistent with expectations.

Examining product quality alongside service attitude provides an opportunity to determine whether customers' evaluations of tangible product attributes are associated with their perceptions of suppliers' interpersonal behavior. Research indicates that consumers evaluate products through multiple quality dimensions and that individual product attributes may have different implications for customer satisfaction (Ghosh & Chakraborty, 2020). Related retail research also suggests that product quality and service quality can jointly shape consumer responses within retail relationships (Rokonuzzaman et al., 2019). In party-supply transactions, for example, a customer who discovers that a decoration, balloon, candle, or tableware item does not perform as expected may need to communicate directly with the supplier. The supplier's response then becomes part of the customer's overall purchasing experience. However, the association between product quality and service attitude should be established empirically rather than assumed to be causal. Accordingly, this study examines whether customers' evaluations of lifespan, features, performance, and serviceability are significantly related to their perceptions of problem solving, empathic feeling, enthusiastic service, and friendliness.

Within the Philippine setting, retailing provides a relevant context for examining these product-customer interactions. The Philippine Statistics Authority reported that wholesale and retail trade, together with the repair of motor vehicles and motorcycles, accounted for 121,880 formal establishments in 2021, representing 43.4% of all formal establishments in the country (PSA, 2023). Retail sales of other goods in specialized stores also represented a relevant segment of this industry, providing context for businesses that offer particular categories of consumer products (PSA, 2024). Philippine consumer research also indicates that service quality, utilitarian value, convenience, and social experience matter in shopping evaluations, with service quality and shopping-mall values influencing behavioral intentions (Ong et al., 2022). Although these findings do not specifically examine party

event suppliers, they establish the relevance of investigating product attributes and customer-oriented service practices within specialized Philippine retail businesses.

This inquiry is also important in Davao City, where economic and business activity provides a setting for examining specialized retail operations. The Philippine Statistics Authority reported that Davao City recorded 7.9% economic growth in 2024, with its gross domestic product increasing from ₱ 532.52 billion in 2023 to ₱ 574.72 billion in 2024 (PSA RSSO XI, 2025). The Davao City Business Bureau also reported 52,219 business permit applications in 2024, reflecting continued business activity in the city (City Government of Davao, 2025). Local studies have examined consumer purchasing behavior, pricing preferences, and customer-delight attributes among shoppers, highlighting the relevance of product quality, service quality, convenience, and customer experience in retail settings (Abay-abay et al., 2023; Alghosain & Hinlayagan, 2024). Nevertheless, these studies address general consumer or other retail contexts rather than specifically examining businesses that sell party products and celebration essentials. This distinction makes Davao City an appropriate setting for investigating the experiences of customers purchasing from this specialized category of suppliers.

Despite the relevance of product quality and service attitude to retail transactions, the reviewed literature offers limited empirical evidence on both constructs together among party event suppliers in Davao City. In particular, the combined assessment of lifespan, features, performance, and serviceability with problem solving, empathic feeling, enthusiastic service, and friendliness remains insufficiently examined in this specific business context. The role of monthly income in differentiating customers' evaluations of these constructs also warrants investigation. This study addresses these gaps by assessing product quality and service attitude within the same specialized retail setting, examining their relationship, and determining whether client evaluations differ across monthly income groups. Monthly income serves solely as a grouping variable for comparison and is not treated as a predictor, mediator, or moderator. The study's distinctive contribution lies in bringing together multidimensional product quality and service attitude within a specific local industry, providing evidence that may be useful to party event suppliers and future researchers while avoiding assumptions that findings from general retail settings necessarily apply to this business category.

Accordingly, this study aimed to examine the relationship between product quality and service attitude among clients of party event suppliers in Davao City. Specifically, it sought to determine the level of product quality in terms of lifespan, features, performance, and serviceability; assess service attitude in terms of problem solving, empathic feeling, enthusiastic service, and friendliness; determine whether significant differences exist in product quality and service attitude when clients are grouped according to monthly income; and establish the strength and significance of the relationship between product quality and service attitude. The findings are intended to provide localized empirical evidence to help party event suppliers identify areas to maintain product standards and improve customer interactions. More broadly, the study contributes to understanding how product-related evaluations and service experiences are associated in a specialized retail context that has received comparatively limited research attention.

Methodology

Research Design

This study used a descriptive-correlational research design with a comparative component. It was undertaken to determine the level of product quality and service attitude as perceived by clients who had availed themselves of products and services from party event suppliers in Davao City, Philippines, and to examine the relationship between the two variables. The descriptive approach was appropriate for determining the perceived levels of product quality in terms of lifespan, features, performance, and serviceability, and service attitude in terms of problem solving, empathic feelings, enthusiastic service, and friendliness. The correlational approach was used to determine whether a significant relationship existed between product quality and service attitude, while the comparative component was employed to determine whether significant differences existed in the respondents' perceptions when grouped according to monthly income.

Research Participants

The study respondents were clients who had previously purchased products from or availed themselves of products or related services from party event suppliers in Davao City, Philippines. Since the exact population of clients of party event suppliers in the city could not be determined, a non-probability sampling approach was

employed. The minimum sample size was determined through an a priori power analysis using G*Power. For the Pearson Product-Moment Correlation analysis, the parameters were set at a two-tailed test, an anticipated effect size of r = 0.20, a significance level of 0.05, and statistical power of 0.80, resulting in a minimum required sample of approximately 194 respondents. For the one-way Analysis of Variance (ANOVA), which involved four monthly-income groups, the analysis was specified using an effect size of f = 0.25, a significance level of 0.05, statistical power of 0.80, and four groups, resulting in a minimum sample requirement of approximately 180 respondents. Since the correlation analysis required a larger sample, the study adopted 200 respondents to exceed the minimum requirement and to provide balanced representation across the four income groups. A combination of quota and convenience sampling was employed. Quota sampling was then used to allocate 50 respondents to each of the four monthly income categories: below ,Ç±5,000, , Ç±5,000-,ç±9,999, , Ç±10,000-,ç±14,999, and ,Ç±15,000 and above. Convenience sampling was subsequently used to recruit qualified and willing respondents within each income category.

The respondents were required to meet the following inclusion criteria: (1) they were 18 years old or above; (2) they had personally purchased products from or availed themselves of products or services from a party event supplier located in Davao City within the previous six months; (3) they had sufficient experience with the transaction to evaluate the quality of the products purchased and the service attitude encountered; (4) they had adequate proficiency in either English or Filipino to understand and answer the questionnaire; and (5) they voluntarily agreed to participate in the study. The study excluded individuals below 18 years of age, those with no recent experience with a party event supplier in Davao City, those whose experience occurred more than six months before the study, employees or owners of party event supplier businesses, and individuals who declined to participate.

Research Instruments

The study employed a self-administered, three-part adapted survey questionnaire as the primary data-gathering instrument. The first section gathered the respondents' demographic information, particularly their monthly income, which served as the grouping variable for comparative analysis. The second section measured product quality using modified indicators based on Hazen et al. (2016), covering lifespan, features, performance, and serviceability. The third section assessed service attitude using modified indicators based on Kuo et al. (2011), comprising problem solving, empathic feelings, enthusiastic service, and friendliness. The original concepts and dimensions of the published instruments were retained, while the wording of selected items was modified to reflect the context of party event suppliers and ensure clarity and comprehensibility for the intended respondents. The study adapted the measurement instruments rather than replicating the original research procedures entirely.

The two major constructs were measured using a four-point Likert scale ranging from 1 to 4, with 1 representing Strongly Disagree or Very Low and 4 representing Strongly Agree or Very High, depending on the statement being assessed. To establish the face and content validity of the modified questionnaire, experts with backgrounds in business and research reviewed the instrument for relevance, clarity, and appropriateness. After incorporating the recommended revisions, a pilot test was conducted among respondents with characteristics similar to those of the target participants who were excluded from the final sample. The reliability assessment yielded Cronbach's alpha coefficients ranging from 0.839 to 0.947 for product quality and 0.80 to 0.93 for service attitude. These coefficients exceeded the commonly accepted minimum threshold of 0.70, indicating satisfactory internal consistency among the items measuring each construct.

Data Gathering Procedure

Data were collected over a period of one month. Before administering the questionnaire, the researcher consulted with the research adviser to refine the instrument and secured the necessary approval and endorsement from the Program Head of the College of Business Administration of St. John Paul II College of Davao. Following instrument validation and pilot testing, the researcher personally distributed printed questionnaires to qualified clients in selected locations within Davao City. The researcher informed respondents of the study's purpose and provided instructions for completing the questionnaire. They were given sufficient time to answer, while the researcher remained available to clarify instructions or item wording without influencing their responses. The researcher personally retrieved completed questionnaires, checked them for completeness, and prepared them for data processing and statistical analysis. The data-gathering procedure followed the established institutional approval process, while the previously published studies by Hazen et al. (2016) and Kuo et al. (2011) served as the

bases for adapting the measurement instruments rather than as procedures reproduced in full.

Data Analysis

The data gathered from the completed questionnaires were encoded, organized, and statistically analyzed using an appropriate statistical computer program. The frequency and percentage were used to summarize the respondents' monthly income profile and other relevant demographic characteristics. The weighted mean and standard deviation were used to determine the level of perceived product quality and service attitude and the extent of variation in the respondents' evaluations. One-way Analysis of Variance (ANOVA) was used to determine whether significant differences existed in product quality and service attitude when respondents were grouped by monthly income, using a 0.05 level of significance. The Pearson Product-Moment Correlation Coefficient (Pearson r) was used to determine the direction and strength of the relationship between product quality and service attitude, also using a 0.05 level of significance.

Ethical Considerations

The study followed established ethical principles throughout the research process to protect respondents' rights, welfare, privacy, and confidentiality. Before answering the questionnaire, each respondent was provided with informed consent explaining the academic purpose of the study, the nature of participation, the expected time required to complete the questionnaire, and the voluntary nature of participation. Respondents were informed that they could refuse to answer any question or withdraw from the study at any time without penalty or adverse consequences. In accordance with Republic Act No. 10173, or the Data Privacy Act of 2012, no unnecessary personal identifiers were collected, and the information obtained from the respondents was treated as confidential and used solely for academic purposes.

The study was considered to involve minimal risk, since participation primarily required respondents to provide their perceptions regarding product quality and service attitude based on their previous client experience. Respondents were free to skip questions that they were uncomfortable answering or discontinue participation at any point. To minimize potential response bias, the researcher used a validated questionnaire, provided standardized instructions, and assured respondents that their individual responses would remain confidential and would not affect their relationship with any party event supplier. Research integrity was maintained throughout the study by accurately recording, encoding, analyzing, and reporting the collected data without fabrication, falsification, or intentional manipulation of results.

Results and Discussion

Demographic Profile of the Respondents

Table 1. *Demographic Profile of the Respondents According to Monthly Income*

Monthly Income	Frequency (n=200)	Percentage (%)
elow ₱5,000	50	25.00
5,000–₱9,999	50	25.00
10,000–₱14,999	50	25.00
15,000 and above	50	25.00

Table 1 presents the demographic profile of the 200 respondents according to monthly income. The respondents were equally distributed across the four income categories, with 50 respondents (25.00%) in each group. Specifically, 50 respondents (25.00%) reported a monthly income below ,Ç±5,000, another 50 respondents (25.00%) reported ,Ç±5,000-,Ç±9,999, 50 respondents (25.00%) reported ,Ç±10,000-,Ç±14,999, and 50 respondents (25.00%) reported ,Ç±15,000 and above. The equal distribution of respondents across the income categories reflects the quota sampling procedure used in the study and provides balanced groups for comparing their perceptions of product quality and service attitude.

Level of Product Quality Rated by the Clients of Party Event Suppliers

Table 2 reveals that the clients of party event suppliers rated the overall level of product quality as Very High, with an overall mean of 3.60 and a standard deviation of 0.30. This indicates that the clients generally perceived the products offered by party event suppliers in Davao City as reliable, functional, attractive, satisfactory in performance, and adequately supported when service or repair is needed. Among the four dimensions, serviceability had the highest category mean of 3.63, followed by performance (3.60), lifespan (3.59), and features

(3.56), with all dimensions interpreted as Very High (Figure 1). The consistently high ratings suggest that clients have favorable perceptions of the quality of party products and materials they purchase for celebrations and events.

Table 2. *Level of Product Quality Rated by the Clients of Party Events Suppliers*

Dimensions/Indicators	M	SD	Interpretation
Lifespan			
1. believing that the products maintain their functionality over an extended period	3.63	.51	Very High
2. providing an adequate lifespan	3.52	.58	Very High
3. considering the products to be reliable	3.63	.51	Very High
4. considering the products to be durable	3.58	.50	Very High
Category Mean	***3.59***	***.40***	***Very High***
Features			
1. believing that an adequate number of features are available for the products	3.49	.54	Very High
2. considering the products to be visually appealing	3.55	.54	Very High
3. being able to choose from all available product options	3.59	.51	Very High
4. believing that the appearance of the products meets expectations	3.61	.49	Very High
Category Mean	***3.56***	***.38***	***Very High***
Performance			
1. being satisfied with the performance of the products	3.58	.52	Very High
2. believing that the products meet specifications	3.63	.51	Very High
3. believing that the performance of the products conforms to my expectations	3.62	.51	Very High
4. believing that the products meet established standards	3.56	.52	Very High
Category Mean	***3.60***	***.38***	***Very High***
Serviceability			
1. believing that the products can be easily serviced or repaired when needed	3.64	.54	Very High
2. believing that the products can be repaired promptly when needed	3.56	.56	Very High
3. receiving responsive repair services for the products	3.61	.53	Very High
4. believing that the repair parts and services for the products are easily accessible	3.70	.48	Very High
Category Mean	***3.63***	***.38***	***Very High***
Overall	**3.60**	**.30**	**Very High**

For lifespan, clients gave a category mean of 3.59, interpreted as Very High. The item stating that clients believe the products maintain their functionality over an extended period and the item stating that they consider the products reliable both received the highest mean of 3.63, interpreted as Very High. In contrast, the statement about an adequate lifespan received the lowest mean of 3.52, though it was still Very High. These results indicate that clients generally perceive party event products as sufficiently durable and dependable for their intended use, which matters because party materials are expected to remain functional and presentable throughout preparation and the celebration itself. This finding aligns with Alzoubi et al. (2022), who found that performance, features, durability, and perceived quality were strongly related to order-winning outcomes, showing that these product-quality attributes can shape customers' purchasing evaluations. Similarly, Basera and Chudu (2024) identified durability, performance, features, reliability, and serviceability among the product-quality dimensions examined in relation to customer satisfaction, supporting the importance of these attributes in customers' assessments of product quality.

For features, the category mean was 3.56, interpreted as Very High. The statement believing that the appearance of the products meets expectations obtained the highest mean of 3.61, followed by being able to choose from all available product options with a mean of 3.59. Meanwhile, the statement believing that an adequate number of features are available for the products received the lowest mean of 3.49, although it remained within the Very High descriptive equivalent. The findings suggest that clients particularly appreciate the visual appearance and variety of party products, while the slightly lower rating for the adequacy of available features may indicate that some clients expect more product variations or additional characteristics that can accommodate different themes, occasions, and preferences. This result is consistent with Wijaya and Immanuel (2023), who found that product features, performance, reliability, conformance, and durability had positive and significant effects on purchase decisions, indicating that product features can contribute to customers' favorable evaluations and product selection. Furthermore, Rezaee Vessal et al. (2022) found that adding numerous product features can increase product complexity and generate feature fatigue when consumers perceive some features as unnecessary,

undesirable, or difficult to use, suggesting that product features may provide meaningful value without creating excessive complexity.

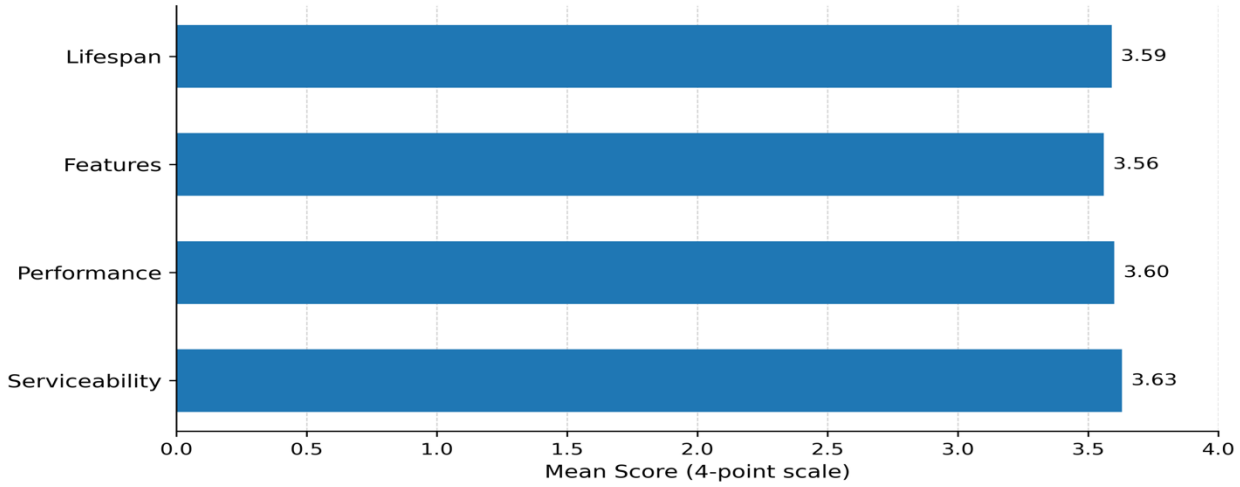


Figure 1. *Clients' Ratings of Product Quality by Dimension*

In terms of performance, the clients rated the products Very High, with a category mean of 3.60. The statement "believing that the products meet specifications" received the highest mean of 3.63, followed by "believing that the performance of the products conforms to my expectations," with a mean of 3.62. The statement "satisfied with the performance of the products" received a mean of 3.58, while "believing that the products meet established standards" received the lowest mean of 3.56, although both remained Very High. These findings show that clients generally believe party event products perform according to their intended specifications and expectations, suggesting the products are suitable for their intended purposes during celebrations and events. This finding aligns with Antonides and Hovestadt (2021), who showed that consumers' evaluations of product-attribute performance are associated with customer satisfaction, indicating that the actual functioning and performance of product attributes are important in consumers' assessments of product quality. Likewise, Mustofa et al. (2023) found that product quality, particularly performance and durability, had a positive and significant effect on customer satisfaction, indicating that products that perform effectively and remain durable can contribute to customers' favorable evaluations of product quality.

On the other hand, serviceability obtained the highest category mean among the four dimensions, with 3.63, interpreted as Very High. The statement believing that repair parts and services for the products are easily accessible received the highest mean of 3.70, followed by believing that the products can be easily serviced or repaired when needed, with a mean of 3.64. The statement "receiving responsive repair services for the products" received a mean of 3.61, while "believing that the products can be repaired promptly when needed" received the lowest mean of 3.56, although it was still interpreted as Very High. The results indicate that clients perceive party event suppliers as providing accessible and responsive support when products require attention, replacement, repair, or related assistance. This finding is consistent with Devina et al. (2021), who examined serviceability as a dimension of product quality and found that product-quality dimensions significantly influenced customer satisfaction, suggesting that customers' evaluations of a product may also encompass the ease and effectiveness of obtaining assistance when product-related concerns arise. Similarly, Munten and Vanhamme (2022) found that communicating product repairability can serve as a quality signal that enhances consumers' perceptions of product durability and generates more favorable brand evaluations, suggesting that repairability information and related support provisions can contribute to positive quality perceptions.

Level of Service Attitude as Rated by the Clients of Party Events Suppliers

Table 3 shows that clients of party event suppliers rated the overall level of service attitude as Very High, with a mean of 3.68 and a standard deviation of 0.24. This indicates that clients generally perceive party event suppliers' employees in Davao City as highly responsive, caring, enthusiastic, and approachable when dealing with

customers. Among the four dimensions, friendliness had the highest category mean of 3.78, followed by enthusiastic service (3.68), empathic feeling (3.65), and problem solving (3.62), with all dimensions interpreted as Very High (Figure 2). The consistently high ratings suggest that employees demonstrate favorable interpersonal and service-oriented behaviors that contribute to positive customer experiences during the purchase of party products and event preparation. This finding is consistent with service research showing that frontline employees' interpersonal behaviors can significantly shape customers' relationship quality, perceived value, and behavioral intentions, particularly when employees demonstrate friendliness and customer-oriented interaction behaviors (Boninsegni et al., 2020).

Table 3. *Level of Service Attitude as Rated by the Clients of Party Events Suppliers*

Dimensions/Indicators	M	SD	Interpretation
Problem Solving			
1. believing that employees patiently solve problems when raise concerns	3.77	.42	Very High
2. believing that employees make an effort to solve problems quickly when concerns are raised	3.68	.49	Very High
3. believing that the employees provide prompt and efficient service	3.70	.46	Very High
4. believing that employees provide suitable solutions when problems arise	3.51	.54	Very High
5. believing that the employees solve customers' problems well and quickly	3.56	.54	Very High
6. believing that employees listen carefully and offer apologies when concerns are raised	3.63	.49	Very High
7. believing that employees follow up on requests and complaints to ensure proper resolution	3.60	.51	Very High
8. believing that employees solve problems efficiently	3.53	.52	Very High
9. believing that employees respond to customer demands immediately	3.52	.56	Very High
10. believing that employees remain alert to possible incidents and accidents during events	3.64	.50	Very High
11. believing that employees are willing to help customers solve problems	3.66	.50	Very High
12. believing that employees identify and resolve potential issues before becoming problems	3.62	.57	Very High
13. believing that employees handle customer complaints with respect and courtesy	3.70	.50	Very High
Category Mean	***3.62***	***.29***	***Very High***
Emphatic Feeling			
1. believing that employees consider individual needs and provide personalized service	3.66	.48	Very High
2. believing that customers are given priority	3.58	.50	Very High
3. believing that employees are genuinely concerned about customers' needs	3.65	.52	Very High
4. believing that employees are concerned about safety and privacy	3.71	.46	Very High
5. believing that employees think about the customer's welfare while providing service	3.62	.51	Very High
6. believing that employees show understanding and compassion towards emotional state	3.67	.47	Very High
Category Mean	***3.65***	***.33***	***Very High***
Enthusiastic Service			
1. believing that employees inform customers about available promotions and packages	3.70	.48	Very High
2. believing that employees give full attention to customers' demands	3.67	.49	Very High
3. believing that employees provide information about available services and event equipment	3.70	.48	Very High
4. believing that employees behave politely while delivering their service	3.66	.50	Very High
Category Mean	***3.68***	***.38***	***Very High***
Friendliness			
1. believing that employees maintain a pleasant and welcoming smile	3.77	.42	Very High
2. believing that employees greet customers courteously	3.75	.46	Very High
3. believing that employees have a neat and well-groomed appearance	3.80	.40	Very High
4. believing that employees provide service with enthusiasm	3.82	.39	Very High
5. believing that employees display a positive and affirmative attitude when serving customers	3.78	.42	Very High
Category Mean	***3.78***	***.29***	***Very High***
Overall	**3.68**	**.25**	**Very High**

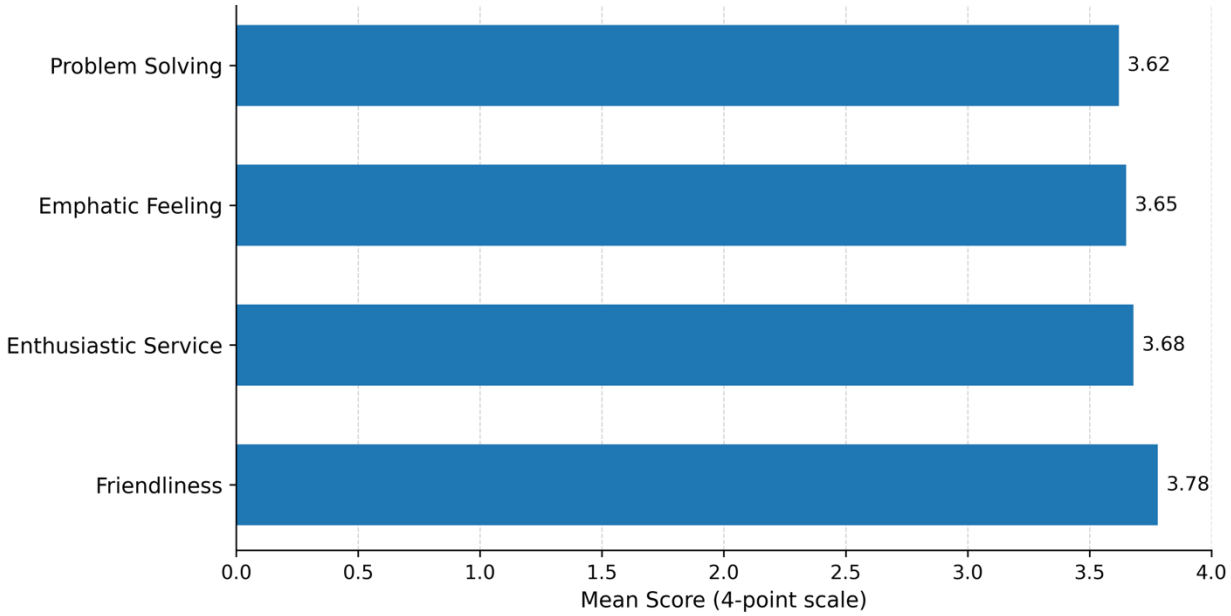


Figure 2. *Clients' Ratings of Service Attitude by Dimension*

In terms of problem solving, the clients gave a category mean of 3.62, interpreted as Very High. The statement believing that employees patiently solve problems when concerns are raised obtained the highest mean of 3.77, followed by believing that employees provide prompt and efficient service and believing that employees handle customer complaints with respect and courtesy, both with a mean of 3.70, all interpreted as Very High. In contrast, the statement that employees provide suitable solutions when problems arise received the lowest mean of 3.51, although it remained within the Very High category. The results indicate that clients particularly recognize the patience, promptness, efficiency, and courtesy of employees when addressing customer concerns, although the comparatively lower rating for providing suitable solutions suggests that there may still be opportunities to strengthen employees' ability to offer solutions that are specifically appropriate to individual customer problems. This finding is supported by Luong et al. (2021), who found that explanation, employee effort, response speed, problem solving, and apology were important components of service recovery that significantly contributed to customer satisfaction following service failures. Similarly, Yadav and Dhar (2021) found that frontline hotel employees' job crafting significantly contributed to service recovery performance, highlighting the importance of employees' proactive efforts and adaptive behaviors in effectively addressing service problems and restoring service quality.

For empathic feeling, clients rated this dimension Very High, with a category mean of 3.65 and a standard deviation of 0.333. The statement believing that employees are concerned about safety and privacy had the highest mean (3.71), followed by believing that employees show understanding and compassion toward emotional state (3.67) and believing that employees consider individual needs and provide personalized service (3.66). Meanwhile, the statement believing that customers are given priority obtained the lowest mean of 3.58, although it was still interpreted as Very High. These findings suggest that clients perceive employees as attentive to customers' personal circumstances, welfare, safety, privacy, and emotional needs, which is particularly relevant in party-event transactions where customers may feel pressure about budgets, schedules, product availability, and event requirements. The result aligns with Bahadur et al. (2018), who found that employee empathy was positively associated with perceived service quality and customer satisfaction during employee-customer interactions. More recent evidence also indicates that empathy remains important in service-failure situations, as Wei et al. (2022) found that empathy positively influenced consumer forgiveness during service recovery, suggesting that empathetic responses can help mitigate customers' negative reactions following service failures. Thus, the very high rating for empathic feeling suggests that the employees of party event suppliers are generally able to demonstrate consideration and emotional understanding toward their clients.

In terms of enthusiastic service, the clients rated the dimension Very High, with a category mean of 3.68 and a

standard deviation of 0.382. The statements believing that employees inform customers about available promotions and packages and believing that employees provide information about available services and event equipment both obtained the highest mean of 3.70, interpreted as Very High. These were followed by believing that employees give full attention to customers' demands, with a mean of 3.67, and believing that employees behave politely while delivering their service, with a mean of 3.66, the lowest item but still Very High. The results indicate that employees are perceived as enthusiastic in assisting clients by providing relevant information, paying attention to customer requirements, and communicating available products and services politely. This is especially important for party event suppliers because customers often need help selecting appropriate products, packages, quantities, designs, and event-related materials based on their specific celebration needs. Supporting this, Bao et al. (2021) found that service attitude, particularly enthusiasm and hospitality, was positively associated with customers' sensory experiences, emphasizing the importance of sincere, welcoming service behaviors in creating favorable customer experiences. Similarly, Kuo et al. (2022) identified friendliness, empathy, enthusiasm, and problem-solving as important attributes of service attitude in hospitality, reinforcing the importance of positive employee behaviors in shaping customer experiences. The findings therefore suggest that employees' enthusiasm may enhance the overall customer experience by making transactions more informative, attentive, and pleasant.

On the other hand, friendliness obtained the highest category mean among all four dimensions, with a mean of 3.78 and a standard deviation of 0.287, interpreted as Very High. The statement believing that employees provide service with enthusiasm obtained the highest mean of 3.82, followed by believing that employees have a neat and well-groomed appearance (3.80), while believing that employees display a positive and affirmative attitude when serving customers obtained a mean of 3.78. The statement that employees maintain a pleasant and welcoming smile received a mean of 3.77, while the statement that employees greet customers courteously received the lowest mean of 3.75, although all items were interpreted as Very High. The consistently high ratings indicate that clients strongly recognize positive interpersonal behaviors among employees, particularly enthusiasm, professional appearance, positive attitude, welcoming expressions, and courteous greetings. This finding is strongly supported by Boninsegni et al. (2020), who found that frontline employee friendliness is multidimensional and includes humorous, informal, conversational, and approachable behaviors, and that friendliness contributes significantly to relationship quality, perceived value, and repatronage intentions. Similarly, Nadeak et al. (2023) found that frontliner friendliness positively influenced passenger satisfaction, further demonstrating the importance of friendly employee behaviors in creating favorable customer experiences. The particularly high rating for friendliness in the present study therefore suggests that employees' positive interpersonal presentation is an important strength of party event suppliers in Davao City, as customers may associate warm, approachable interactions with a more enjoyable and satisfying purchasing experience.

Difference in the Level of Product Quality and Service Attitude When Analyzed by Monthly Income

Table 4. *Difference in the Level of Product Quality and Service Attitude When Analyzed by Monthly Income*

Variables	Group	Mean Square	F-value	*p*	Decision on H_o
Product Quality	Between Groups	.001	.01	.998	Failed to Reject H_o
	Within Groups	.093			
Service Attitude	Between Groups	.069	1.16	.330	Failed to Reject H_o
	Within Groups	.060			

Note. Significant @ .05 Level of Significance

Table 4 presents the difference in the level of product quality and service attitude when party event suppliers' clients were grouped according to monthly income. The results showed that product quality did not differ significantly across income groups, with an F-value of 0.01 and a p-value of 0.998, which is greater than the 0.05 level of significance. Thus, the null hypothesis was not rejected, indicating that clients with different monthly incomes had comparable evaluations of the lifespan, features, performance, and serviceability of products offered by party event suppliers.

The absence of a significant difference suggests that customers' assessment of product quality was generally consistent regardless of their monthly income. This may indicate that clients primarily considered observable product characteristics, such as durability, functionality, reliability, and suitability for their event needs, rather

than their income when evaluating product quality. This finding is consistent with Ren et al. (2023), who emphasized that product attributes and consumers' evaluations of product characteristics play an important role in shaping perceived product quality, highlighting the importance of tangible product characteristics in customers' overall quality assessments.

Similarly, service attitude did not differ significantly by monthly income, as shown by an F-value of 1.16 and a p-value of 0.330, which exceeds the 0.05 level of significance. Hence, the null hypothesis was failed to be rejected. This finding indicates that clients from different income groups had generally similar perceptions of employees' problem solving, empathic feelings, enthusiastic service, and friendliness. The result suggests that customers may experience positive service behaviors relatively consistently across groups, regardless of economic status. The finding is supported by Lu and Sinha (2023), who emphasized that positive interpersonal behaviors such as friendliness, politeness, empathy, and care contribute to perceived courteousness and customer-agent rapport during service encounters. Likewise, Naziya and Selvakumar (2023) reported that income did not significantly differentiate customers' perceptions of several online food-delivery service-quality dimensions, including reliability and empathy, suggesting that evaluations of these service attributes may remain relatively similar across income categories. These findings provide support for the present result that monthly income does not necessarily determine customers' assessment of service-related experiences.

Relationship Between Product Quality and Service Attitude

Table 5. *Relationship Between Product Quality and Service Attitude Variables*

Product Quality	Service Attitude				Overall
	Problem Solving	Emphatic Feeling	Enthusiastic Service	Friendliness	
Lifespan	.59	.35	.37	.25	**.51**
	.000	.000	.000	.011	**.000**
Features	.58	.49	.31	.26	**.54**
	.000	.000	.001	.009	**.000**
Performance	.71	.39	.48	.25	**.60**
	.000	.000	.000	.014	**.000**
Serviceability	.59	.45	.34	.20	**.52**
	.000	.000	.000	.048	**.000**
Overall	**.79**	**.54**	**.49**	**.31**	**.70**
	.000	**.000**	**.000**	**.002**	**.000**

Note. Significant @ .05 Level of Significance

Table 5 shows a significant positive relationship between product quality and service attitude among clients of party event suppliers in Davao City. All product quality dimensions were significantly related to overall service attitude: lifespan ($r = .59$, $p < .001$), features ($r = .58$, $p < .001$), performance ($r = .71$, $p < .001$), and serviceability ($r = .593$, $p < .001$). Among these dimensions, performance showed the strongest relationship with overall service attitude. Similarly, overall product quality was significantly related to all dimensions of service attitude, including problem solving ($r = .53$, $p < .001$), empathic feeling ($r = .49$, $p < .001$), enthusiastic service ($r = .31$, $p = .002$), and friendliness ($r = .70$, $p < .001$). The strongest relationship was observed between overall product quality and friendliness, while the weakest was with enthusiastic service. These findings indicate that more favorable evaluations of product quality were associated with more favorable evaluations of service attitude. The overall correlation between product quality and service attitude was strong and positive ($r = .79$, $p < .001$), indicating a statistically significant relationship between the two variables. This finding aligns with studies showing that product quality and service-related factors are key components of customers' overall evaluations of their purchasing experiences (Alzoubi et al., 2022; Boninsegni et al., 2020). In the context of party event suppliers, customers may evaluate product quality alongside how suppliers provide assistance, respond to concerns, and interact with them.

Thus, the null hypothesis that no significant relationship exists between product quality and service attitude is rejected. The findings demonstrate a significant positive association between the variables. However, because the study used a correlational design, the results indicate an association and cannot be interpreted as evidence that product quality causes changes in service attitude.

Conclusions

The findings indicate that the respondents perceived the products offered by party event suppliers as durable, functional, reliable, and adequately supported, while employees were evaluated as highly responsive, caring, enthusiastic, and approachable during purchasing interactions. Second, the findings indicate that, within the present sample, there was insufficient statistical evidence to conclude that the four income groups differed significantly in their reported evaluations of product quality or service attitude. The nonsignificant results suggest that clients from different economic backgrounds shared generally consistent perceptions of the products and service encounters provided by party event suppliers. Third, clients' evaluations of tangible product attributes and interpersonal service behaviors operate together during purchasing encounters. However, because the study used a non-experimental, cross-sectional design, the finding should be interpreted as an association rather than evidence that product quality directly causes or changes service attitude. The result therefore provides empirical evidence of a meaningful relationship between clients' evaluations of product attributes and their perceptions of suppliers' service attitude within the sampled party event clients in Davao City. Fourth, the findings have practical implications for stakeholders involved in party event supply and retail management. Suppliers may consider sustaining consistent product quality and service practices while institutionalizing strengths such as accessible serviceability and employee friendliness. Businesses may also focus on continuous improvement in relatively lower-rated areas, such as expanding product features and strengthening employee problem-solving capabilities through targeted training in critical thinking and immediate complaint resolution. Implementing an integrated quality-and-service checklist covering product condition, functionality, courteous communication, and prompt assistance can help frontline staff maintain high service standards during routine operations.

Finally, interpret the findings within the study's limitations. The use of non-probability quota and convenience sampling limits the generalizability of the findings beyond the respondents included in the study. The study was also conducted within a single-city setting (Davao City), which may limit the applicability of the results to party event suppliers in other regions. In addition, the cross-sectional design does not permit causal conclusions, while the reliance on self-reported questionnaire data may be subject to perceptual and response biases. Future studies may address these limitations by utilizing probability sampling where feasible, expanding the sample to include suppliers across multiple cities or regions, incorporating longitudinal or experimental designs, measuring downstream outcomes such as customer satisfaction and repurchase intention, and examining additional demographic or contextual variables such as age, educational attainment, and frequency of service use.

Contributions of Authors

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Conflict of Interests

The authors declare no financial or personal conflicts of interest that could be perceived as biasing or influencing the findings presented in this study.

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