
**CUSTOMER EXPERIENCE AND REPURCHASE INTENTION: THE
ROLES OF PRODUCT QUALITY, SERVICE QUALITY AND
PERCEIVED PRICE FAIRNESS IN PALENGKE NG SANTA ROSA,
NUEVA ECIJA**

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ABSTRACT

This study examined the relationship between customer experience, customer satisfaction, and repurchase intention among customers in the Palengke ng Santa Rosa, Nueva Ecija. Specifically, the study aimed to describe the demographic profile of the respondents in terms of age, sex, frequency of purchase, and average monthly spending; determine the level of customer experience in terms of product quality, service quality, and perceived price fairness; assess the level of customer satisfaction and repurchase intention; identify the significant relationship between customer experience and customer satisfaction and repurchase intention using correlation analysis; and propose development strategies to improve customer experience and encourage repeat purchasing behavior.

The study utilized a quantitative descriptive-correlational research design with open-ended questions as supporting qualitative responses. A total of 83 respondents were selected using convenience sampling. Data were gathered through a researcher-made survey questionnaire and analyzed using frequency, percentage, weighted mean, and Pearson correlation analysis through Jamovi statistical software.

The findings revealed that most respondents were aged 26–35 years old, female, frequent market buyers, and moderate spenders. Product quality, service quality, perceived price fairness, customer satisfaction, and repurchase intention were all evaluated at high to very high levels. Pearson correlation analysis revealed that service quality, perceived price fairness, and customer satisfaction have significant positive relationships with repurchase

intention. Product quality showed a significant relationship with customer satisfaction but did not show a statistically significant relationship with repurchase intention. The findings suggest that customers are more likely to continue purchasing when they experience quality service, fair pricing, and overall satisfaction.

The open-ended responses revealed that customers value fresh products, fair pricing, respectful treatment, and positive vendor attitudes. Respondents also suggested improving cleanliness, organization, promotional activities, and vendor responsiveness to enhance customer experience and market competitiveness.

The study concluded that customer experience significantly influences customer satisfaction and repurchase intention among customers in the Palengke ng Santa Rosa, Nueva Ecija. Therefore, improving service quality, maintaining fair pricing, and strengthening customer relationships may help vendors improve customer loyalty and long-term business sustainability.

KEYWORDS: Customer experience, Pearson correlation, customer satisfaction, repurchase intention, service quality, product quality, perceived price fairness, public market.

1. INTRODUCTION

Small local businesses play a vital role in supporting community livelihoods and promoting local economic development, especially in traditional public markets such as the Palengke ng Santa Rosa, Nueva Ecija. These businesses provide affordable and accessible products while creating employment and income opportunities for local entrepreneurs. In many communities, micro and small enterprises serve as important contributors to economic activity and sustainability because they stimulate local spending and support community-based trade (Smith et al., 2022 [1]). However, the sustainability of these businesses largely depends on their ability to retain customers and encourage repeat purchases. In competitive market environments where customers have many alternatives, repurchase intention has become an important indicator of customer loyalty and long-term business survival (Iqbal et al., 2025 [2]).

Customer experience is considered one of the most significant factors influencing customers' decisions to continue purchasing from a business. It refers to the overall impression developed through customers' interactions with products, services, pricing, and the shopping environment. Positive customer experiences often lead to satisfaction, trust, and long-term loyalty. Chatzoglou et al. (2021 [3]) emphasized that customer experience significantly

affects customer behavior and repurchase intention. Yi et al. (2024 [4]) also explained that positive customer experiences increase customer satisfaction and strengthen repeat purchasing behavior. Luong et al. (2022 [5]) further stated that customer experience directly shapes customer purchasing behavior in both online and offline settings.

In traditional public markets, customer experience is mainly influenced by product quality, service quality, and perceived price fairness. Product quality is essential in meeting customer expectations regarding freshness, reliability, durability, and value. Customers are more likely to return when products consistently meet acceptable standards. Previous studies revealed that high product quality positively affects customer satisfaction and repeat purchasing behavior (Bhowmick & Seetharaman, 2023 [6]; Cuong, 2021 [7]). Likewise, Ellitan and Suhartatik (2023 [8]) stated that customers who perceive products as high quality are more likely to develop loyalty toward a business. Anjani (2021 [9]) also explained that product variation and quality significantly influence repurchase intention.

Service quality also plays a critical role in shaping customer experience, particularly in traditional markets where interactions between vendors and customers are frequent and personal. Courtesy, responsiveness, honesty, and attentiveness contribute to customer satisfaction and influence how customers perceive vendors. According to Jibrán et al. (2025 [10]), service quality significantly affects both customer satisfaction and repurchase intention. Kristianto et al. (2022 [11]) further emphasized that positive service interactions encourage customers to return and maintain long-term relationships with sellers. Yum and Yoo (2023 [12]) also explained that good service quality strengthens customer trust and loyalty. Hasan et al. (2024 [13]) further stated that service quality influences long-term purchasing decisions.

Another important factor affecting customer experience is perceived price fairness. Customers are more likely to repurchase when they believe that prices are reasonable and aligned with the quality and value of the products offered. Fair pricing practices help build customer trust and satisfaction. Hermann et al. (2021 [14]) stated that perceived price fairness significantly influences customer satisfaction and loyalty. Similarly, Lin et al. (2022 [15]) found that customers who perceive prices as fair are more likely to develop positive buying behavior and repurchase intention. Widyarini et al. (2025 [16]) also emphasized that transparent and fair pricing practices strengthen customer relationships and encourage repeat purchases.

Despite the growing number of studies related to customer experience and repurchase intention, most existing research focuses on supermarkets, online businesses, restaurants, and large commercial establishments. There remains limited research examining these

relationships within traditional public markets. This research gap is important because traditional market vendors rely heavily on repeat customers, and their business environment differs significantly from formal retail establishments (Manyanga et al., 2022 [17]). Furthermore, small businesses operating in public markets face several challenges such as limited resources, increasing competition, and changing customer expectations.

Modernization and innovation have also become increasingly important in improving customer engagement and business sustainability. Amoako et al. (2023 [18]) explained that innovation and improved customer experiences positively influence customer retention and repurchase intention. Baran and Karaca (2026 [19]) also emphasized that customer experience remains a major factor influencing customer behavior across different business environments. Bakhshandeh et al. (2023 [20]) further highlighted the importance of personalization and customer engagement in strengthening repurchase behavior.

Given these circumstances, the present study aims to examine the influence of customer experience on repurchase intention among customers in Palengke ng Santa Rosa, Nueva Ecija. Specifically, the study seeks to describe the demographic profile of respondents, evaluate customer experience in terms of product quality, service quality, and perceived price fairness, determine the level of customer satisfaction and repurchase intention, and identify the significant relationships among the variables. The findings of the study are expected to provide valuable insights that may help market vendors improve customer experience, strengthen customer loyalty, and support the long-term sustainability of small local businesses.

2. RESEARCH METHODS

2.1 Research Design

This study utilized a quantitative descriptive-correlational research design to determine the influence of customer experience on repurchase intention among customers in Palengke ng Santa Rosa, Nueva Ecija. The descriptive method was used to describe the demographic profile of respondents and assess their perceptions regarding product quality, service quality, perceived price fairness, customer satisfaction, and repurchase intention. Meanwhile, the correlational approach was employed to determine the significant relationships among the study variables.

2.2 Locale of the Study

The respondents of the study consisted of 83 customers who had previously purchased products or availed services from selected small local businesses in the Palengke ng Santa Rosa. The participants were selected using convenience sampling due to accessibility and practicality. To ensure relevance, respondents were required to be at least 18 years old and must have made at least one purchase within the past six months.

2.3 Respondent of the Study

The respondents of the study consisted of 83 customers who regularly purchase products from vendors in Palengke ng Santa Rosa. Respondents were selected using convenience sampling due to accessibility and availability during the data gathering period.

To qualify as respondents, participants were required to:

1. Be at least 18 years old;
2. Have experience purchasing from the market; and
3. Be willing to participate voluntarily in the study.

Nguyen et al. (2024 [23]) explained that selecting customers with direct purchasing experience provides more reliable information regarding customer behavior and repurchase intention.

2.4 Research Instrument

The researchers used a structured questionnaire as the primary instrument for data collection. The questionnaire was divided into four parts.

Part I gathered the demographic profile of respondents in terms of age, gender, frequency of purchase, and average monthly spending.

Part II measured customer experience in terms of product quality, service quality, and perceived price fairness.

Part III measured customer satisfaction, while Part IV assessed repurchase intention.

The questionnaire utilized a five-point Likert scale ranging from:

1 – Strongly Disagree 2 – Disagree 3 – Neutral 4 – Agree 5 – Strongly Agree

2.5 Validation of the Instrument

Prior to the actual data gathering, the questionnaire underwent content validation by research mentor to ensure clarity, relevance, and appropriateness of the items.

A pilot test was also conducted to determine the reliability of the instrument using Cronbach's Alpha. Hasan et al. (2024 [24]) emphasized that reliability testing is important in ensuring the consistency and accuracy of research instruments.

2.6 Data Gathering Procedure

The researchers first secured permission from the market authorities before conducting the study. After approval was obtained, questionnaires were distributed personally to selected respondents within the market premises.

The purpose of the study was explained clearly to the respondents, and informed consent was secured before participation. Respondents were given enough time to answer the questionnaire honestly and completely.

After collecting the questionnaires, the responses were checked, encoded, and organized for statistical analysis.

2.7 Ethical Considerations

The researchers ensured that ethical standards were strictly observed throughout the conduct of the study. Participation was voluntary, and respondents had the right to decline participation at any time.

The confidentiality and anonymity of respondents were protected by not collecting personally identifiable information. All gathered data were used solely for academic purposes.

2.8 Statistical Treatment of Data

The following statistical tools were used in analyzing the gathered data:

Frequency and Percentage

These were used to describe the demographic profile of the respondents.

Mean and Standard Deviation

These were used to determine the level of customer experience, customer satisfaction, and repurchase intention.

Pearson Product-Moment Correlation Coefficient

This was used to determine the significant relationships among product quality, service quality, perceived price fairness, customer satisfaction, and repurchase intention.

Kristianto et al. (2022 [25]) explained that correlation analysis is appropriate in examining relationships among customer-related variables.

All statistical analyses were tested at a 0.05 level of significance using Jamovi statistical software.

3. RESULTS

3.1 Age of Respondents

Table 1 presents the age distribution of the respondents. The findings show that the majority of respondents belong to the 26–35 age group, followed by respondents aged 18–25 years old. This indicates that young to middle-aged adults are the most active customers in the Palengke ng Santa Rosa, Nueva Ecija.

The result suggests that individuals within these age groups are more engaged in household purchasing activities and daily market transactions. Their frequent market participation may be influenced by their responsibilities in managing household needs, budgeting, and purchasing daily necessities.

In contrast, respondents belonging to older age groups represent a smaller portion of the total population. This may indicate differences in purchasing habits, accessibility, or preference for other purchasing options.

Overall, the findings imply that the market primarily serves economically active consumers who regularly engage in purchasing activities.

Age Group	Frequency	Percentage
18–25	29	34.94%
26–35	31	37.35%
36–45	16	19.28%
45–55	5	6.02%
56 and above	2	2.41%
Total	83	100%

Source: Field Survey 2026

3.2 Gender of Respondents

Table 2 presents the distribution of respondents according to gender. The findings reveal that female respondents slightly outnumber male respondents. This indicates that women are more actively involved in market purchasing activities, particularly in buying household necessities and daily goods.

The result may suggest that women commonly take responsibility for household budgeting and purchasing decisions. Their active participation in market activities reflects the important role they play in managing family needs and consumption.

Meanwhile, male respondents also represent a significant portion of the respondents, indicating that purchasing activities in the market are shared among both genders.

Overall, the findings imply that both male and female customers contribute to market activity, although women appear to have greater participation in purchasing decisions.

Gender	Frequency	Percentage
Male	37	44.58%
Female	46	55.42%
Total	83	100%

Source: Field Survey 2026

3.3 Frequency of Purchase

Table 3 presents the frequency of purchase of the respondents. The findings show that most respondents frequently purchase products from the market, particularly on a daily or weekly basis.

This result indicates that the Palengke ng Santa Rosa serves as an important source of daily necessities for customers. Frequent purchasing behavior suggests that customers regularly rely on the market for fresh products, household supplies, and other essential goods.

The findings also imply that customers maintain continuous interaction with vendors, which may contribute to stronger customer relationships and customer loyalty.

Overall, the results demonstrate that the market remains highly relevant and accessible to consumers in the community.

Frequency of Purchase	Frequency	Percentage
Once a month	5	6.02%
2–3 times a month	39	46.99%
Once a week	4	4.82%
More than once a week	35	42.17%
Total	83	100%

Source: Field Survey 2026

3.4 Average Monthly Spending

Table 4 presents the average monthly spending of the respondents. The findings indicate that most respondents have moderate monthly spending on market purchases.

This suggests that customers are budget-conscious and carefully manage their spending while still regularly purchasing essential products from the market. The result also implies that customers value affordability and seek products that provide good quality at reasonable prices.

Moderate spending behavior may also reflect the economic conditions of consumers and their prioritization of basic household needs.

Overall, the findings indicate that customers remain practical and value-oriented in their purchasing decisions.

Average Monthly Spending	Frequency	Percentage
Below ₱10,000	17	20.48%
₱10,001–₱20,000	57	68.67%
₱20,001–₱30,000	9	10.84%
Above ₱30,000	0	0.00%
Total	83	100%

Source: Field Survey 2026

3.5 Product Quality

Table 5 shows that product quality received a very high rating, indicating that respondents are satisfied with the freshness, reliability, and overall quality of products sold in the market.

Source: Field Survey 2026 (Legend: 1.00-1.79 Strongly Disagree 1.80-2.59 Disagree 2.60-3.39 Neutral 3.40-4.19 Agree 4.20-5.00 Strongly Agree)

Statement	Mean	SD	Verbal Interpretation
1. The goods (meat, fish, vegetables) are consistently fresh and of high quality	4.86	0.35	Strongly Agree
2. The products purchased are in good condition and free from damage or defects.	4.61	0.64	Strongly Agree
3. There is a wide variety of products available to choose from across the stalls.	4.53	0.55	Strongly Agree
4. The food sold items are handled hygienically and are safe for consumption.	4.57	0.52	Strongly Agree
5. The products maintain their quality and freshness even after being brought home	4.52	0.59	Strongly Agree
POOLED MEAN	4.62	0.53	Strongly Agree

3.6 Service Quality

Table 6 reveals that service quality received a high rating, indicating that respondents perceive vendors as courteous, responsive, and accommodating.

Statement	Mean	SD	Verbal Interpretation
1. The vendors are courteous, polite, and approachable to all customers.	4.59	0.59	Strongly Agree
2. The sellers provide prompt service and attend to	4.49	0.53	Strongly Agree

orders efficiently.			
3. The weighing scales used by the vendors are accurate and trustworthy.	4.13	0.69	Agree
4. Vendors are knowledgeable and provide helpful information about their goods.	4.40	0.54	Strongly Agree
5. The salespeople are honest in handling payments and providing the correct change.	4.45	0.59	Strongly Agree
POOLED MEAN	4.41	0.59	Strongly Agree

Source: Field Survey 2026 (Legend: 1.00-1.79 Strongly Disagree 1.80-2.59 Disagree 2.60-3.39 Neutral 3.40-4.19 Agree 4.20-5.00 Strongly Agree)

3.7 Perceived Price Fairness

Table 7 shows that respondents strongly perceive prices as fair and reasonable.

Source: Field Survey 2026 (Legend: 1.00-1.79 Strongly Disagree 1.80-2.59 Disagree 2.60-3.39 Neutral 3.40-4.19 Agree 4.20-5.00 Strongly Agree)

Statement	Mean	SD	Verbal Interpretation
1. . The prices of the products are reasonable given the quality provided.	4.57	0.59	Strongly Agree
2. The prices here are more affordable compared to those in large supermarkets	4.52	0.59	Strongly Agree
3. The vendors are open to reasonable price negotiations or "haggling."	4.58	0.52	Strongly Agree
4. Price increases are justifiable and not perceived as excessive or unfair.	4.59	0.54	Strongly Agree
5. I feel that I am getting my money's worth for every purchase I make.	4.61	0.51	Strongly Agree
POOLED MEAN	4.57	0.55	Strongly Agree

3.8 Customer Satisfaction

Table 8 reveals a high level of customer satisfaction among respondents.

Statement	Mean	SD	Verbal Interpretation
1. It is easy to find the items I need due to the organized layout of the stalls.	4.57	0.61	Strongly Agree
2. I feel comfortable and safe while walking around the market premises.	4.43	0.59	Strongly Agree
3. The facilities and shopping environment are clean and well-maintained	4.40	0.64	Strongly Agree
4. I feel valued and appreciated as a customer (or "suki") by the local vendors.	4.43	0.59	Strongly Agree
5. Overall, my shopping experiences in this market have been highly positive.	4.45	0.57	Strongly Agree
POOLED MEAN	4.46	0.60	Strongly Agree

Source: Field Survey 2026 (Legend: 1.00-1.79 Strongly Disagree 1.80-2.59 Disagree 2.60-3.39 Neutral 3.40-4.19 Agree 4.20-5.00 Strongly Agree)

3.9 Repurchase Intention

Table 9 shows a very high level of repurchase intention, indicating that respondents are willing to continue purchasing from vendors in the market.

Source: Field Survey 2026 (Legend: 1.00-1.79 Strongly Disagree 1.80-2.59 Disagree 2.60-3.39 Neutral 3.40-4.19 Agree 4.20-5.00 Strongly Agree)

Statement	Mean	SD	Verbal Interpretation
1. I intend to continue buying from this market for my future needs.	4.64	0.51	Strongly Agree
2. I would choose to buy here again rather than going to other markets or groceries.	4.70	0.49	Strongly Agree
3. I will recommend Palengke ng Santa Rosa to my friends and family.	4.72	0.48	Strongly Agree
4. I consider these local stalls as my primary choice for my regular supplies.	4.78	0.41	Strongly Agree
5. I am willing to maintain a long-term "suki" relationship with the vendors here.	4.76	0.46	Strongly Agree
POOLED MEAN	4.72	0.47	Strongly Agree

3.10 Correlation Matrix

The correlation analysis revealed that all variables are positively related, although the strength of the relationships ranges from weak to moderate. Product quality shows a significant relationship with customer satisfaction but does not have a statistically significant relationship with repurchase intention.

In contrast, service quality and perceived price fairness show significant relationships with both customer satisfaction and repurchase intention. Customer satisfaction also shows a significant relationship with repurchase intention.

Overall, the findings suggest that customer experience factors such as service quality, price fairness, and customer satisfaction play a stronger role in influencing repurchase intention than product quality alone.

Correlation Matrix						
		Product Quality	Service Quality	Perceived Price Fairness	Customer Satisfaction	Repurchase Intention
Product Quality	Pearson's r	—				
	df	—				
	p-value	—				
Service Quality	Pearson's r	0.243*	—			
	df	81	—			
	p-value	.027	—			
Perceived Price Fairness	Pearson's r	0.364***	0.564***	—		
	df	81	81	—		
	p-value	<.001	<.001	—		
Customer Satisfaction	Pearson's r	0.228*	0.336**	0.359***	—	
	df	81	81	81	—	
	p-value	.038	.002	<.001	—	
Repurchase Intention	Pearson's r	0.211	0.222*	0.259*	0.263*	—
	df	81	81	81	81	—
	p-value	.056	.044	.018	.016	—
Note. * p < .05, ** p < .01, *** p < .001						

Source: Jamovi 2.7.1

4. DISCUSSION

4.1 Age of Respondents

The findings indicate that young to middle-aged adults are the most active customers in the market. This suggests that individuals within these age groups are more engaged in purchasing household necessities and daily products because of their active lifestyles and

responsibilities. Anshu et al. (2022 [26]) explained that younger consumers tend to engage more frequently in purchasing activities because of accessibility and daily consumption demands. Similarly, Yi et al. (2024 [27]) emphasized that younger adults are more likely to participate in regular purchasing behavior due to economic activity and lifestyle patterns.

4.2 Gender of Respondents

The findings reveal that female respondents slightly outnumber male respondents, indicating that women are more involved in household purchasing and market activities. This may be associated with women commonly taking responsibility for family needs and budgeting decisions. Nguyen et al. (2024 [28]) stated that female consumers are generally more active in making purchasing decisions. Bukari et al. (2025 [29]) also emphasized that women often play significant roles in household consumption and market purchasing behavior.

4.3 Frequency of Purchase

The results show that respondents frequently purchase products from the market, indicating strong customer engagement and dependence on the market for daily necessities. Frequent purchasing behavior may be influenced by accessibility, convenience, and the availability of affordable products. Ma et al. (2022 [30]) explained that frequent purchasing behavior is strongly associated with convenience and accessibility. Pakarti (2022 [31]) also noted that repeated purchasing commonly develops from habitual consumption behavior.

4.4 Average Monthly Spending

The findings indicate that most respondents have moderate monthly spending behavior, suggesting that customers carefully manage their budgets while prioritizing essential products. Customers may prefer affordable products that provide acceptable quality and value. Lin et al. (2022 [32]) explained that spending behavior is influenced by price sensitivity and perceived value. Hadi (2021 [33]) also emphasized that pricing significantly affects customer purchasing and spending decisions.

4.5 Product Quality

The findings reveal that respondents highly evaluate the quality of products sold in the market. Customers appear satisfied with the freshness, reliability, and condition of products offered by vendors. High product quality may contribute to customer satisfaction and strengthen customer trust. Bhowmick and Seetharaman (2023 [34]) stated that product quality significantly influences customer satisfaction. Ellitan and Suhartatik (2023 [35]) also

explained that consistent product quality encourages repeat purchasing behavior. Sukaeri et al. (2023 [36]) further emphasized that quality products help establish customer confidence and loyalty.

4.6 Service Quality

The results indicate that service quality is highly perceived by respondents, suggesting that vendors are generally courteous, responsive, and accommodating. Positive interactions between vendors and customers may improve shopping experiences and encourage customer loyalty. Jibrán et al. (2025 [37]) explained that service quality significantly affects customer satisfaction and repurchase intention. Yum and Yoo (2023 [38]) also stated that positive service interactions strengthen customer trust and loyalty. Salem and Kiss (2022 [39]) further emphasized that service quality influences repeat purchasing behavior.

4.7 Perceived Price Fairness

The findings show that respondents strongly perceive prices as fair and reasonable. Customers may continue purchasing from vendors when they believe that prices are aligned with product quality and value. Fair pricing practices may also help strengthen customer trust and satisfaction. Hermann et al. (2021 [40]) emphasized that perceived price fairness significantly influences customer satisfaction and trust. Widyarini et al. (2025 [41]) also explained that fair pricing practices encourage repeat purchasing behavior. Zhao et al. (2021 [42]) further stated that pricing perception strongly affects customer buying decisions.

4.8. Customer Satisfaction

The results reveal a high level of customer satisfaction among respondents, indicating that customers generally have positive shopping experiences in the market. Satisfaction may result from quality products, good service, and fair pricing practices. Mema and Leny (2025 [43]) explained that customer satisfaction is strongly influenced by customer experience. Sutriani et al. (2024 [44]) also stated that positive shopping experiences improve customer satisfaction. Abidin et al. (2025 [45]) further emphasized that customer satisfaction contributes significantly to customer loyalty.

4.9 Repurchase Intention

The findings indicate a very high level of repurchase intention among respondents, suggesting that customers are willing to continue purchasing from vendors in the market. Positive experiences with products, services, and pricing may encourage customers to remain

loyal and continue buying. Adela and Tuti (2024 [46]) explained that positive customer experiences influence repurchase intention. Amoako et al. (2023 [47]) also emphasized that customer experience significantly affects long-term purchasing behavior. Pappas et al. (2014 [48]) further stated that customer experience strengthens customer loyalty and repeat purchasing behavior.

4.10. Correlation Analysis

The correlation analysis revealed that customer experience variables are positively related to repurchase intention, although the strength of the relationships ranges from weak to moderate. Product quality significantly influences customer satisfaction but does not directly show a statistically significant relationship with repurchase intention. This suggests that customers may value quality products, but repeat purchasing behavior is more strongly influenced by other customer experience factors.

Service quality and perceived price fairness showed significant relationships with both customer satisfaction and repurchase intention. This indicates that customers are more likely to return when they experience good service and perceive prices as fair and reasonable. Customer satisfaction also showed a significant relationship with repurchase intention, suggesting that satisfied customers are more likely to continue purchasing from market vendors.

Devi and Darma (2024 [49]) stated that product quality primarily influences customer satisfaction rather than directly affecting repurchase intention. Mirza et al. (2021 [50]) also explained that product quality alone may not be enough to encourage repeat purchasing behavior. Kristianto et al. (2022 [51]) emphasized that service quality influences repurchase intention through customer satisfaction. Edgar and Ellitan (2024 [52]) further explained that positive service interactions strengthen customer relationships and encourage repeat buying behavior.

Fiqqih (2022 [53]) stated that fair pricing practices enhance customer satisfaction and loyalty. Kumar et al. (2025 [54]) also emphasized that service quality and perceived value work together in influencing repeat purchasing decisions.

4.11 Open-Ended

The respondents emphasized several important strategies that sellers in the Palengke ng Santa Rosa, Nueva Ecija should prioritize in order to improve sustainability and competitiveness in the coming years. Most respondents highlighted the importance of maintaining fresh and

quality products, improving customer service, practicing fair pricing, and strengthening vendor-customer relationships. Several respondents also suggested improving cleanliness, market organization, and promotional activities to create a more positive shopping environment.

These responses indicate that customers value not only the products being sold but also the overall shopping experience provided by vendors. Positive vendor attitudes, respectful treatment, and honest pricing practices were commonly identified as factors that encourage customer loyalty and repeat purchasing behavior.

The respondents also identified several resources needed to successfully implement these improvements. Many respondents mentioned the need for additional training in customer service, business management, and product handling. Financial assistance and access to better equipment were also identified as important factors in helping vendors improve their operations and maintain product quality. Some respondents further emphasized the importance of support from local government units and market administrators in providing seminars, infrastructure improvements, and market development programs.

5. CONCLUSION

Based on the findings of the study, it was concluded that the majority of the respondents belong to the young to middle-aged adult group, particularly those aged 26–35 years old, indicating that economically active individuals are the most frequent customers in the Palengke ng Santa Rosa, Nueva Ecija. Female respondents slightly outnumbered male respondents, suggesting that women are more actively involved in household purchasing decisions and market-related activities. Most respondents also reported frequent purchasing behavior and moderate monthly spending, indicating that customers regularly rely on the market for daily necessities while remaining practical and budget-conscious in their purchasing decisions.

The findings further revealed that product quality received a very high evaluation from the respondents, indicating satisfaction with the freshness, reliability, and overall quality of products sold in the market. Service quality was also rated highly, showing that vendors are generally perceived as courteous, responsive, and accommodating toward customers. In addition, respondents strongly perceived prices in the market as fair and reasonable, suggesting that pricing practices contribute positively to customer trust and satisfaction.

The study also found that customer satisfaction among respondents was high, indicating that customers generally have positive shopping experiences in the market. Similarly, repurchase

intention was rated very high, showing that customers are willing to continue purchasing from vendors in the Palengke ng Santa Rosa due to positive customer experiences.

Moreover, the correlation analysis revealed that service quality, perceived price fairness, and customer satisfaction have significant positive relationships with repurchase intention. Product quality significantly influences customer satisfaction but does not directly show a statistically significant relationship with repurchase intention. These findings suggest that customers are more likely to continue purchasing when they experience good service, fair pricing, and overall satisfaction.

Lastly, the open-ended responses revealed that customers highly value affordable prices, fresh products, respectful treatment, and positive vendor attitudes. Respondents also emphasized the importance of cleanliness, proper organization, and improved vendor responsiveness in enhancing customer satisfaction and encouraging repeat purchasing behavior in the market.

6. Recommendation

1. Based on the findings and open-ended responses of the respondents, the following recommendations are proposed: Market vendors should continue prioritizing the quality and freshness of their products to maintain customer satisfaction and strengthen customer trust. Vendors are encouraged to improve product handling and storage practices to ensure consistent product quality.
2. Vendors should improve customer service by being more approachable, respectful, responsive, and accommodating toward customers. Positive vendor-customer interactions may help strengthen customer relationships and encourage repeat purchasing behavior.
3. Fair and transparent pricing practices should be consistently maintained to improve customer trust and satisfaction. Vendors are encouraged to clearly communicate prices and avoid unfair pricing practices that may negatively affect customer loyalty.
4. Market administrators and local government units may consider implementing programs that improve market cleanliness, organization, and overall shopping conditions to create a more comfortable and attractive shopping environment for customers. Training programs and seminars related to customer service, business management, product handling, and marketing strategies should be provided to vendors to help improve their knowledge, skills, and competitiveness.
5. Financial assistance, access to equipment, and small business support programs may also be provided to help vendors improve their operations, maintain product quality, and strengthen business sustainability.

6. Future researchers may conduct similar studies using larger sample sizes and additional variables related to customer behavior, vendor performance, and market sustainability to further strengthen the findings of the study.

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