

# Post-pandemic event marketing strategies and client satisfaction of Vayd-C Events Management Services: Basis for action plan

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## Abstract

This research assessed the post-pandemic event marketing strategies and client satisfaction in the context of the company's product, price, place, promotion, people, process, and physical evidence. This study provided data that might be a foundation for program improvements and action plan formulation of the VAYD-C Events Management Services. This study employed a descriptive-correlational design to investigate the relationship between post-pandemic marketing strategies and customer satisfaction for VAYD-C Events Management Services. The research utilized a quantitative approach and employed cluster random sampling to select 138 post-pandemic customers residing in CALABARZON, Philippines. A researcher-developed checklist served as the primary data collection tool. The data gathered informed the development of an action plan for VAYD-C Events Management Services. A customer satisfaction survey of VAYD-C Events Management Services revealed positive feedback across all marketing aspects (product, pricing, place, promotion, people, process, and physical evidence) with average ratings between 3.56 and 3.63, interpreted as "Fully Implemented." This translated to high client satisfaction, average ratings between 3.61 and 3.65, interpreted as "Fully Satisfied". The analysis suggested a strong correlation between VAYD-C's marketing strategies and client satisfaction. A significant correlation was observed between marketing strategies and customer satisfaction. This suggested that customers who perceived a company's marketing efforts as effective were more likely to report higher levels of satisfaction. In the case of VAYD-C Events Management Services, this finding indicated that their marketing strategies were successful in attracting customers interested in their services and clearly communicating their value proposition. Furthermore, customer satisfaction data suggested that VAYD-C Events Management Services should prioritize maintaining their strengths in stress reduction, event customization, and attention to detail.

**Keywords:** *Marketing strategies; client satisfaction; post-pandemic*

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## 1. Introduction

Event marketing had long been a successful strategy for companies looking to interact with their target demographic, increase brand recognition, and encourage consumer loyalty. However, the events sector had substantial interruptions in 2020 because of the COVID-19 pandemic. The coronavirus epidemic impacted not just individuals but the economy and businesses as well. Because of the virus's propensity for spreading through human contact, numerous nations-imposed travel restrictions, shut down unnecessary businesses, and even issued stay-at-home orders. The pandemic's effects hurt the economy, even if there were not many serious health consequences. The recession affected many nations, regardless of wealth and damage levels (Cantore et al., 2020).

Consumer purchase patterns changed because of the recent epidemic. Even if online deals were frequent, many customers purchased goods directly from stores or malls. Suddenly, customers automatically forbade themselves from remaining outside of their homes for an extended time due to limits and

governmental rules. This was a massive blow to every single functioning company globally. According to Good et al. (2022), companies and marketers alike were forced to change course, modify their sales methods, speed up their digital evolution, and prepare for a "new norm" due to the global health epidemic. Irrespective of size, location, or finance, the COVID-19 epidemic undoubtedly increased the difficulties facing small businesses worldwide.

In addition, large-scale physical gatherings, such as trade fairs, conferences, product launches, and experiential activations, were the hallmark of event marketing before the epidemic. The goal was to provide immersive experiences that let visitors get up close and personal with businesses and goods. Face-to-face engagement, networking opportunities, physical branding and sponsorship were some of the key methods used during this period. Event marketing tactics had to change drastically because of the outbreak. The events business had to quickly adjust to the new conditions, which included limitations on physical gatherings and a greater emphasis on health and safety. The post-pandemic environment saw the emergence of the following strategies: hybrid and virtual events, improved digital engagement, data-driven approaches, sustainability, and social responsibility.

In support, Mani and Tomar (2020) mentioned that most businesses were now carried out via mobile devices or other digital platforms due to the pandemic, which altered business patterns. The way companies operated changed due to artificial intelligence and analytics. Businesses were compelled to switch to the work-from-home mode for their staff, wherever feasible, to keep the company running during the COVID-19 epidemic. Every activity had benefits and drawbacks, and working from home was no different.

Formulating effective marketing strategies is essential for establishing organizational success in the dynamic and ever-changing corporate environment. Business owners and managers often utilize several marketing strategies to create an effective framework regarding client satisfaction. In this regard, the 7Ps of Marketing offer an organized method for addressing many facets of marketing, assuring a comprehensive and client-focused strategy. This enables the researcher to create a unified marketing action plan that fits with her overall goals and successfully reaches her target audience by taking the interaction between these seven aspects into account. The 7Ps may be used by organizations to find opportunities, set themselves apart from competitors, and ultimately drive success.

This research assessed the post-pandemic event marketing strategies and client satisfaction in the context of the company's product, price, place, promotion, people, process, and physical evidence. This study provided data that may be a foundation for program improvements and action plan formulation of the VAYD-C Events Management Services. As a proprietress, the researcher intended to conduct this study identifying the relationship between the level of implementation of marketing strategies of the VAYD-C Events Management Services and clients' satisfaction.

### *1.1. Theoretical/Conceptual Framework*

This study was anchored on the Value Percept Theory, Evaluative Congruity Theory, and the 7 Ps of Marketing Mix. Rana et al. (2022) stated that customer satisfaction served as the "cornerstone" for any firm or business. In connection, he stated seven theories that might aid entrepreneurs and business owners in navigating their way to this milestone. One of the theories was the Value Percept Theory. It was signified that there were two elements essential for the perception of the customers. The Ideal Value (IV), was the quality they were anticipating, and the Actual Value (AV), which was how they viewed the service/product's real quality or performance.

Furthermore, according to the Evaluative Congruity Theory, attitudes were developed through two distinct assessment processes: "incorporating" evaluations and "social comparison" evaluations. The degree to

which a customer's feelings were consistent with the attitudes and evaluative ideas they had about the consuming experience was known as "evaluative congruity."

Lastly, according to Tracy (2022), the term "marketing mix" referred to the strategies (or "marketing activities") that individuals used to meet consumer needs and place their offerings in the customer's mind. Product, Price, Place, and Promotion (McCarthy, 1960) —the 7Ps—as well as three additional components—People, Process, and Physical Evidence—helped people address the challenges of marketing services (Booms & Bitner, 1982). The idea of the marketing mix was credited to professor and scholar Neil H. Borden, who developed James Culliton's idea of corporate leaders as ingredient mixers. Ingredients were several marketing gimmicks and techniques. Jerome McCarthy, a professor, and author later improved the marketing mix to precisely include the following four elements: product, place, price, and promotion. In the 1960s, McCarthy authored a book titled that discussed the "4 Ps" (McCabe et al., 2022).

These theories allowed the reduction of the extent of the research and comprehension of the findings appropriately by defining and restricting the specific factors that were the study's primary concern as well as the methodology that was employed to evaluate and interpret the data to be gathered."

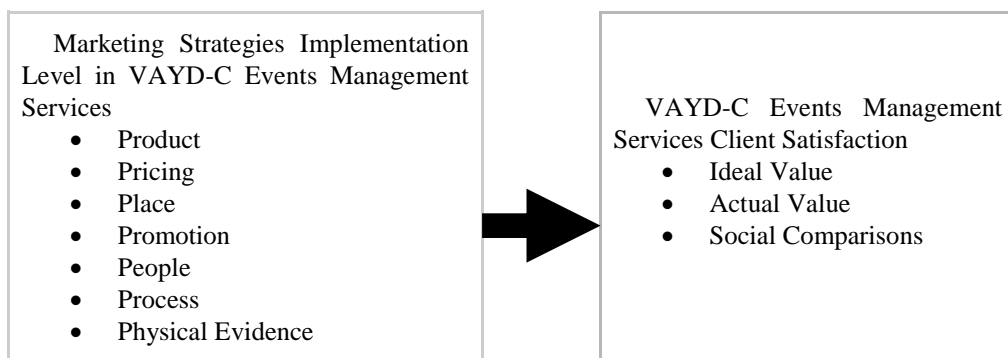


Figure 1 Research Paradigm

This study provided information to serve as a basis for an action plan in the VAYD-C Events Management Services by analyzing the relationship between the post-pandemic strategies and their relationship to client satisfaction. A conceptual framework was designed in the form of an exemplar.

Frame 1 showed the independent variable, which contained the post-pandemic 7Ps of marketing strategies in the VAYD-C Events Management Services. The dependent variable, Frame 2, contained the level of satisfaction of VAYD-C Events Management Services' customers.

### 1.2. Statement of the Problem

This research aimed to provide information to serve as a basis for an action plan in the VAYD-C Events Management Services by analyzing the relationship between the post-pandemic strategies and their relationship to the client's satisfaction.

Specifically, it sought to answer the following questions:

1. What is the level of implementation of marketing strategies in VAYD-C as assessed by customers in terms of:
  - 1.1 Product,
  - 1.2 Pricing,

- 1.3 Place,
- 1.4 Promotion,
- 1.5 People
- 1.6 Process, and
- 1.7 Physical Evidence?
2. What is the level of the client satisfaction in VAYD-C Events Management Services in terms of:
  - 2.1 Ideal Value,
  - 2.2 Actual Value, and
  - 2.3 Social Comparisons?
3. Is there a significant relationship between the marketing strategies and level client satisfaction in VAYD-C Event Management Services?
4. Does the level of implementation of marketing strategies in VAYD-C Event Management Services significantly impact client satisfaction level?
5. Based on the study's findings, what action plan may be proposed?

### 1.3. Hypotheses

These hypotheses were tested at a 0.05 level of significance:

**Ho1:** There is no significant relationship between the level of implementation of post-pandemic marketing strategies and the level of client satisfaction in the VAYD-C Events Management Services.

**Ho2:** The level of implementation of post-pandemic marketing strategies does not significantly impact on the level of client satisfaction.

### 1.4. Scope and Delimitation

This study was conducted to provide information to serve as a basis for an action plan for the VAYD-C Events Management Services. Using the descriptive-correlational research design, the aspects that were examined were the marketing strategies in the context of the company's product, pricing, place, promotion, people, process, and physical evidence after the global pandemic, and their relationship aligned to the company clients' satisfaction in terms of the ideal value, actual value, and social comparisons. It limited that the findings might not be generalizable to other events service companies that were not included in the studies.

### 1.5. Significance of the Study

The researcher considers that the following would benefit from this study:

**Business Owners and Managers.** The findings of this study will benefit business-related and oriented people. It provides updated information on the company's adjustment considering the harmful effects of the most recent epidemic worldwide.

**VAYD-C Events Management Services.** This company is the main subject of the study. The process and findings will be centered on modifying its program and further improving its entirety.

**Researcher.** This study will also expand his or her knowledge of marketing programs.

**Future Researchers.** Will conducting a study on the same subject or any related topic benefit from the findings of this study? This study may serve as their reference and guide to be able to accomplish the research of their own.

### 1.6. Definition of Terms

The following terms used in this paper were conceptually and operationally defined as follows:

**Actual Value.** This refers to the real quality of the product or service.

**Client Satisfaction.** This refers to the measurement on how well a product or a service meets the client's expectations.

**Clients.** They are people included in the target demographic. They play a crucial role in the company's environment and success.

**Ideal value.** This is the expected quality of the product or service.

**People.** They are individuals engaged in providing goods or services to customers. It comprises staff members who deal with customers, including workers, salespeople, and customer service representatives.

**Physical Evidence.** This pertains to the material and immaterial components that serve as proof of a business's services. It takes into account elements like the actual setting, packaging, promotional materials, client endorsements, and internet reviews.

**Place.** This refers to the location and distribution methods used to make items available to consumers. Choosing retail locations, internet platforms, logistics, and supply chain management are all part of this process.

**Post-pandemic Strategies.** These are the company's actions, program, and approach after the global pandemic spread and a worldwide lockdown was imposed.

**Pricing.** This is the sum of money that consumers must pay to receive a good or service. It entails selecting the appropriate pricing strategy considering aspects such as production costs, market demand, rivalry, and perceived worth.

**Process.** This refers to the sequence of actions and steps taken to deliver the good or service to clients. It covers things like order processing, shipping, client assistance, and post-sales support.

**Product.** This refers to what the business provides to its clients. It includes elements like packaging, branding, quality, features, and design.

**Promotion.** This pertains to the actions used to reach out to the target market and promote items. This encompasses marketing strategies including public relations, advertising, and sales promotion.

**Social Comparison.** This is the perceived value based on comparing the quality of the product/service with the experienced offer from other firms/businesses.

## 2. Review of Related Literature

This chapter consists of the related literature and studies which were found to have a significant bearing on the present study. Their readings served as a guide in formulating a conceptual frame of reference which helps the researcher elicit a solution to the problem.

### 2.1. Post-Pandemic Marketing Strategies

Zwanka and Buff (2021) and Müller-Pérez et al. (2023) studied the probable effects of the pandemic on worldwide consumer attributes, purchasing habits, interconnection, psychographic behavior, and other marketing endeavors. The findings were consistent with the hypothesis that feedback from friends and family, comments made in social media groups, and management that took into account various marketplaces drove other customers to make repeat online purchases of goods and services. The study did, however, reveal that women had the most impact on online repurchase intention. Due to the ban on in-person interactions and the closing of offline establishments during the COVID-19 outbreak, the research also explicitly examined

internet buying behavior. The results pointed to something quite intriguing: they highlighted the critical role that digital technologies played in enhancing purchase intent across socio-diverse populations and in the growth of company resilience in the post-COVID economy.

Moreover, according to statistics provided by Taddeo et al. (2022), these new obstacles brought on by the epidemic compelled businesses to reconsider their marketing plans, demonstrating the reasons why young people chose to spend more on digital platforms than in physical stores. Lundberg (2020) added that if the public changed their behavior to conform to the new norm or embraced digital or online transformation, the new segments might influence the economy. Because technology could speed up economic growth, the economy could recover more quickly. In order to use the right marketing platforms, promotions, and marketing tactics for the various distinct segments, it was crucial to recognize and comprehend the four distinct segments. Lack of understanding of the various sectors resulted in poor cost and profit margin outcomes. Numerous companies had to change the way they did business to account for the new realities of remote labor, social isolation, and decreased consumer spending. Businesses functioned in a mostly stable economic climate before the pandemic. However, the epidemic seriously disrupted both consumers' buying habits and global supply networks. Others had to change to new business models to survive, while many companies had to scale back or even completely cease operations.

In line with this, businesses had to adjust in a number of ways as a result of the epidemic, according to research by McKinsey (2020). For instance, many now prioritized e-commerce and online sales platforms increased their digital transformation activities, and introduced new safety standards. Businesses needed to keep adjusting to shifting customer tastes and market conditions in the post-pandemic era. Some of the adjustments developed because of the pandemic, such as remote employment and online sales channels, might remain as permanent elements of the commercial environment.

Furthermore, given the contemporary Internet-enabled, interactive, digital data-rich market environment, the article written by Varadarajan (2020) emphasized the rising relevance of a firm's customer information resources from the perspectives of marketing strategy, competitive advantage, and performance. Nikbin et al. (2022) conducted a systematic assessment of literature on marketing mix tactics during recessions since the COVID-19 crisis-induced recession was one of the major forces influencing changes in the corporate environment and consumer behavior. This study demonstrated that (1) marketing budgets should not be reduced during COVID-19 and (2) businesses should follow practices and strategies for the marketing mix in terms of product, pricing, promotion, place, people, process, and physical evidence during the COVID-19 pandemic.

Marketing strategies were a group of factors with levels that might be controlled that a business used to influence its target market. The core, tactical elements of a marketing plan were the marketing mix sections.

**Product.** According to Komari et al (2020) product occupies a central position in the marketing mix. Furthermore, Altay et al. (2022) mentioned the item offered to the market to satisfy a need, or a demand was referred to as a product element. It had to be appropriate for gaining, using, consuming, or luring clients. Whereas, Lestari et al., (2020) emphasized how in order to give a service or product, everyone was necessary. Those who used the service, corporate personnel, as well as the image or clothing of the organization, contributed to the success of the service by persuading others to be interested in products and services.

**Pricing.** Ali and Anwar (2021) articulated how concept of pricing presents a multifaceted and crucial element within the 7P marketing model. Gupta (2021) stated that pricing transcends a simplistic approach, encompassing a complex array of considerations. These considerations included the establishment of selling price strategies, the application of discount structures, and all aspects associated with the transactional process. Moreover, it was studied and confirmed that a company's profitability can be substantially impacted

by well-designed pricing strategies, which can also have a major impact on brand perception and customer purchase decisions as concluded by Seele et al., (2021).

**Place.** Lim (2021) defined this strategy as the right distribution location. Moreover, Muharam (2021) listed considerations including choosing the right retail partners or online platforms, controlling inventory levels to ensure product availability, and streamlining distribution channels for maximum efficiency and lowest cost. In line with this, Siripipatthanakul (2021) stated how crucial and effective placement is to provide things that people desired and needed. By choosing the location, the delivery method, and the extent of distribution to customers, the distribution channel, in contrast, controlled the transfer of commodities from the maker to consumers both directly and indirectly.

**Promotion.** This included the coordinated use of several communication tactics aimed at educating, entertaining, and persuading a target audience about a good or service. (Ryńca and Ziaecian, 2021). Jati (2021) also indicated how it was strongly linked to sales strategy processes, like how advertisements suit a product, how the sales model is appropriate, and so forth. Topping it off from the observation of Widjaya and Padmoprayitno (2022), they declared that the main goal was to put the product in the hands of customers and gather feedback that matches expectations. To make promotions more successful, this meant depending on electronic, mass, social, and door-to-door media in addition to social media.

**People.** As cited by Prasetyawan et al., (2024) this sector symbolized the human factor, which includes all internal and external players that had an impact on the consumer experience. Anitha and Hemanathan (2020) stated how successful people strategies concentrate on hiring, developing, and inspiring staff members to provide first-rate customer service. This also included cultivating solid ties with outside partners to guarantee shared objectives and a smooth client experience. Whereas Hasan (2020) highlighted that a company's formal strategy cannot be known by its customers, and the consumer-company relationship must be appropriately maintained.

**Process.** Brorewongtrakhul and Kunthotong (2021) defined that this was used to describe the methodical process of actions necessary to provide a good or service to the intended client. Elgarhy and Mohamed (2023) added that each company area was covered by its business processes. It included the planning, creation, and execution of processes that guarantee client happiness all the way through the customer journey, as outlined in the marketing mix framework. Finally, Yahya and Ariffin (2021) highlighted that near human resources, a business's ability to maintain a consistent flow of business depended on the dedication of its employees and business owner.

**Physical Evidence.** Rialialie and Heikal (2023) defined physical evidence as the tangible component that was especially important for service-oriented sectors. Yusuf et al. (2020) added that this included all of the environmental cues that let the client know about the qualities and features of the service. Furthermore, Wathanakom et al (2020) articulated that despite the increasing prevalence of digitalization and social media sales, marketing was heavily influenced by the presence of legitimate firm premises and locations.

In conclusion, a company must deliberately position itself among economic factors to succeed and raise its standing in the market. By implementing marketing strategies, they might develop brand value and obtain a footing in the highly competitive economy. Having the right number and sort of product or service available to satisfy consumers' needs at the right time and location and making sure that customers profited from the business's efforts were all part of the art of marketing (Jain & Jain, 2022).

## 2.2. Client Satisfaction

The phrase 'goods' or 'services' was frequently used to refer to anything that satisfied the requirements, wants, and wishes of the client. A further benefit was that customer happiness was considered a crucial differentiation in a competitive market environment, where businesses battled for consumers, and

company owners and executives needed to govern and build their organizations. A manager's capacity to identify opportunities for product innovation, process improvement, assessment, and incentive programs made consumer knowledge useful. Making sure the survey initiatives completely focused on client-critical concerns was also crucial (Bhatt, 2021).

Moreover, Jadhav et al. (2021) stated that customer satisfaction was the response and the evaluation of the apparent discrepancy between the first impression and the actual performance of the item as seen after consumption. In light of this, it was often implied that even when businesses achieved customer satisfaction requirements, customers were not satisfied if the services they received were subpar. Furthermore, from Wolniak et al. (2019) customer satisfaction was sometimes characterized as a judgment that the engagement leading up to the purchase was satisfactory. The psychological state resulting in unclear opinions and consumer previous sentiments about a consumer experience was another concept of customer satisfaction. In other words, customer satisfaction might be characterized by a consumer's happiness responses in response to interactions with specific products or services, retail outlets, or broader behavioral patterns like the purchaser's behavior and the market.

Furthermore, Cavaliere et al. (2021) articulated that keeping existing consumers was considerably better than finding new ones. Therefore, it was crucial for a business that a company retained its customers. It highlighted how crucial it was for a firm to satisfy its customers. One of the major problems businesses faced was customer loyalty. Because of this, marketers were interested in learning how to increase client loyalty. It had been discovered that customer loyalty and the level of satisfaction were positively correlated. Customer loyalty and perceived value, on the other hand, had a negative connection. According to Min's (2020) study, client loyalty was significantly influenced by service quality and level of satisfaction. In order to satisfy customer loyalty and enhance service quality, businesses had to be able to comprehend the significance of customer satisfaction and service quality.

In addition, in the context of management, the implementation of the marketing mix included offering a meeting space complete with facilities and meeting equipment, setting prices following client budgets, advertising through brochures, websites, sales calls, and telemarketing, and routinely inspecting the meeting space. In the study conducted by Wirantari et al. (2022), in the analysis of the application of the 7Ps of Marketing strategy in the industry of accommodation, it was found that by examining the results of the beta standard coefficient of the largest value, the physical evidence variable was revealed as the variable having the greatest impact on the growth in the number of meeting events.

### *2.3. Relationship between Marketing Strategy and Client Satisfaction*

Santos and Drequito (2024) amplified the significance of a comprehensive marketing approach, harmonizing both product and promotional strategies, in enhancing overall customer satisfaction. The substantial correlations shown between marketing tactics and consumer satisfaction emphasized how important marketing strategies were to the development of businesses and how they had a significant impact on both customer satisfaction and overall performance. Furthermore, Fitria et al. (2019) stated that when a business succeeded in its product strategy, it translated into drawing in new clients and improving the contentment of its current clientele. Consumers regarded distinctive and varied offerings highly, which favorably impacted their experiences as a whole.

In addition, Zhong and Moon (2020) and Lina (2022) argued that the degree to which a customer felt that using or owning a particular service would arouse positive emotions was reflected in their level of satisfaction based on their pre-purchase expectations. Accordingly, the physiological condition of feeling connected to whether or not a client's perceived quality of service was met both during and after a service encounter was known as customer satisfaction.

Furthermore, Lee et al. (2022) implied that customer satisfaction was based upon the common judgment of products or services that provided the maximum rate of satisfaction for the customers. Ilyas and Mustafa (2022) noted that the verification or denial could result from the discrepancy between the expectations for service quality and the actual performance of the service during or after service usage.

Mani and Tomar (2020) carried out a thorough study of the literature on marketing mix approaches during recessions, emphasizing the significance of the venue. Both accentuated that the authenticity of the place was a crucial component of any industry's marketing strategy.

#### 2.4. Synthesis

The review of related literature and studies focused on post-pandemic marketing strategies, 7Ps, and client satisfaction. Zwanka and Buff (2021) and Müller-Pérez et al. (2023) discussed the economic effects of the recent pandemic primarily focusing on consumer behavior. Taddeo et al. (2022) and Lundberg (2020) explored the challenges faced by businesses in formulating marketing plans in response to these issues. The adjustments made by businesses to cope with these changes were documented in studies by McKinsey (2020), Varadarajan (2020), and Nikbin et al. (2022).

A thorough review of the marketing strategy literature established the 7Ps framework as the primary variable for this study. The conceptualization of each element within the 7Ps draws upon various scholarly sources. Product definitions were informed by the works of Komari et al. (2020), Altay et al. (2020), and Lestari et al. (2020). Similarly, pricing strategies were derived from the research of Ali et al. (2021), Gupta (2021), and Seele et al. (2021). Concepts of place were gleaned from the studies of Lim (2021), Muharam (2021), and Siripipatthanakul (2021). Promotion strategies were explored through the works of Ryńca and Ziaieian (2021), Jati (2021), and Widjaya and Padmoprayitno (2022). The human resource element (People) was examined based on the research of Prasetyawan et al. (2024), Anitha and Hemanathan (2020), and Hasan (2020). Process considerations were informed by Broewongtrakhul and Kunthotong (2021), Yahya and Ariffin (2021), and Elgarhy and Mohamed (2023). Finally, the concept of physical evidence was established through the works of Rialialie and Heikal (2023), Yusuf et al. (2020), and Wathanakom et al. (2020). Which, the generalization was concluded by Jain & Jain (2022).

The second section of the review focused on client satisfaction, its importance, and methods of attainment, drawing ideas and concepts from Bhatt (2021), Jadhav et al. (2021), Wolniak et al. (2019), Cavaliere et al. (2021), Min (2020), and Wirantari et al. (2022).

The final part of the discussion examined the relationship between post-pandemic implementations and client satisfaction, referencing studies by Santos and Drequito (2022), Fitria et al. (2019), Zhong and Moon (2020), Lina (2022), Lee et al. (2022), Ilyas and Mustafa (2022), and Mani and Tomar (2020).

After a thorough review of the related literature, the following research gaps were identified: (1) Previous studies focused on businesses before the global epidemic in foreign contexts, with few in the local context; (2) While marketing strategies have been widely studied both locally and abroad, there is a lack of literature identifying its relationship with business situations and client satisfaction post-pandemic; (3) The depth of discussion on post-pandemic marketing strategies and their relation to client satisfaction is limited in both foreign and local studies. Additionally, no studies have been conducted yet in the local context of Pila, Laguna.

To address these research gaps, the researcher was motivated to conduct quantitative research to determine the relationship between post-pandemic marketing strategies and client satisfaction, aiming to provide information to serve as a basis for an action plan in VAYD-C Events Management Services.

### 3. Methodology

This chapter offers a thorough overview of the methodology of research to accomplish the research purpose and objectives as defined in Chapter 1. This section shows the research design, locale, sample size and population, respondents, instrument, validation of instrument, data collection process, and quantitative data treatment. Ethical considerations are also conferred to ensure the study's reliability and credibility.

#### 3.1. Research Design

This study employed the descriptive-correlational research design to determine the relationship between the post-pandemic marketing strategies and client satisfaction in VAYD-C Events Management Services. This involved collecting data that provided an account or description of individuals, groups, and situations.

The study applied descriptive analysis to explain, illustrate, and compile the existing state and position of the variables. Additionally, correlational analysis was conducted.

The research examined and quantified the causal connections between the two variables using instruments and statistical data. According to Creswell (2019), in descriptive-correlational research design, the investigators used correlational statistics to describe and measure the degree of association (or relationship) between two or more variables or sets of scores. These designs elaborated on more complex relationships among variables found in structural equation modelling, hierarchical linear modelling, and logistic regression techniques. Moreover, they were used to describe the relationship among variables rather than to infer cause-and-effect relationships.

#### 3.2. Research Locale

The research was conducted within Region 4A, specifically CALABARZON. While the event management firm itself was situated in Pila, Laguna, the initial intention was to focus solely on Laguna as the study location. However, a noticeable increase in clientele from surrounding provinces and cities post-pandemic led the researcher to broaden the scope. To capture a more diverse range of data points, CALABARZON was ultimately chosen as the final study area.

#### 3.3. Population and Sampling

The study aimed to provide information to serve as a basis for an action plan in the VAYD-C Events Management Services from CALABARZON, Philippines, through the analysis of the relationship between post-pandemic marketing strategies and their impact on client satisfaction.

The participants of this quantitative research were selected through the cluster random sampling method. The actual respondents of the study were composed of 138 post-pandemic customers of VAYD-C Events Management Services from CALABARZON, Philippines. Cluster random sampling methods were used because the 50 post-pandemic customers were selected randomly from the identified strata.

#### 3.4. Respondents of the Study

The respondents of the study were 50 post-pandemic customers of VAYD-C Events Management Services from CALABARZON, Philippines.

Table A Respondents of the Study

<b>LOCATON</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Cavite	22	15.94%
Laguna	77	55.80%
Batangas	14	10.14%
Rizal	11	7.98%
Quezon	14	10.14%
<b>TOTAL</b>	<b>138</b>	<b>100%</b>

### 3.5. Instrument

The primary tool in this study was a checklist prepared by the researcher for gathering data to provide information to serve as a basis for an action plan in the VAYD-C Events Management Services by analyzing the relationship between the post-pandemic marketing strategies and their impact on client satisfaction. The checklist was based on the effectiveness and efficiency of the implemented marketing strategies in the context of 7Ps of the company that the customers answered to verify the accuracy of the gathered data and information through major instruments.

To determine the level of implementation of marketing strategies of VAYD-C Events Management Services, the following evaluation range and verbal interpretation were used:

<b>Range</b>	<b>Scale</b>	<b>Categorical Response</b>	<b>Verbal Interpretation</b>
4	3.25-4.00	Strongly Agree	Fully Implemented
3	2.50-3.24	Agree	Implemented
2	1.75-2.49	Disagree	Partially Implemented
1	1.00-1.74	Strongly Disagree	Not Implemented

To determine the clients' level of satisfaction with VAYD-C Events Management Services, the following evaluation range and verbal interpretation were used:

<b>Range</b>	<b>Scale</b>	<b>Categorical Response</b>	<b>Verbal Interpretation</b>
4	3.25-4.00	Strongly Agree	Fully Satisfied
3	2.50-3.24	Agree	Satisfied
2	1.75-2.49	Disagree	Partially Satisfied
1	1.00-1.74	Strongly Disagree	Not Satisfied

### 3.6. Validation of the Instrument

The data collection for this study relied primarily on a self-administered survey questionnaire. This instrument served as the principal means of gathering data and constituted the core source of information for the research.

Validating the instrument, the researcher consulted with the statistician, Dean, Research Director, and professors of LCBA to further improve the content and organization for assurance of its validity and reliability in gathering responses from actual respondents. Based on the relevance proportion, the calculation

concluded that Lawshe's CVR Average met the satisfactory level of 1.0. Hence, the questionnaire achieved a satisfactory level of content validity.

Furthermore, the researchers' instrument underwent reliability testing with Cronbach's Alpha values of 0.994, 0.978, 0.978, 0.980, 0.987, 0.978, and 0.976 for the levels of implementation of marketing strategies for product, pricing, place, promotion, people, process, and physical evidence respectively. Additionally, reliability values of 0.983, 0.994, and 0.987 were obtained for clients' levels of satisfaction regarding ideal value, actual value, and social comparisons.

### *3.7. Data Gathering Procedure*

To collect data and complete the study, the researcher followed a straight and strict list of procedures. The data gathering was established mainly on the survey questionnaire fulfilled and answered by the respondents. This survey questionnaire functioned as the research instrument and primary source of data for the study. To test the accuracy, validity, and reliability of the instrument, it was approved and validated by the Dean, Research Director, adviser, statistician, and professors. Upon granting approval, the Google Form link for the questionnaire was sent to the respondents through their social media connections.

Coordination was conducted with the respondents to schedule the online survey. The researcher then retrieved the completed questionnaires from the Google Sheet link created with Google Forms, organized them, and prepared them for statistical analysis. Subsequently, the data gathered from the instrument were checked, tabulated, and submitted to the researcher's statistician. These steps were carefully followed sequentially to avoid errors during the research process.

### *3.8. Ethical Consideration*

During planning, carrying out, and publicizing findings, the researcher adhered to key ideals including respect for autonomy, beneficence, fairness, and honesty. First and foremost, respect for autonomy ensured that participants provided their informed consent willingly and without compulsion, respecting their freedom to choose whether or not to participate. Beneficence required prioritizing participants' welfare and taking precautions to mitigate any potential harms, ensuring that the benefits of the research outweighed any risks. Justice emphasized fairness in participant selection and prohibited any form of bias or exploitation.

Lastly, honesty was maintained through accountability and transparency in research practices, including accurate source attribution and avoiding data manipulation. By carefully adhering to these ethical standards, the researcher respected the dignity and well-being of participants, fostered trust, and advanced scientific knowledge in an ethically responsible manner throughout the study.

### *3.8. Treatment of Quantitative Data*

The following statistical tests were used in the study:

1. Mean was used to determine the level of the post-pandemic implementations of marketing strategies in terms of a) product, b) pricing, c) place, d) promotion, e) people, f) process, and g) physical evidence, as well as the level of client satisfaction in terms of a) ideal value, b) actual value, and c) social comparisons.
2. Pearson product-moment correlation coefficient (Pearson  $r$ ) was used to determine the relationship between the level of VAYD-C Events Management Services' post-pandemic implementation of marketing strategies and client satisfaction.

3. Regression Analysis was used to determine the relationship between the level of implementation of marketing strategies and clients' level of satisfaction.

#### 4. Presentation, Analysis, and Interpretation of Data

This chapter presents the data gathered, the result of the conducted statistical analysis, and the interpretation of findings. The presentation of data was under the answers to the statement of the problem of this study that aimed to describe and assess the relationship between the post-pandemic implementations of VAYD-C Events Management Services and their client satisfaction.

4.1. Problem Number 1. What is the level of implementation of marketing strategies in VAYD-C Events Management Services as assessed by customers in terms of:

##### 4.1.1. Product

Table 1.1 Level of Implementation of Marketing Strategies in VAYD-C Events Management Services as assessed by Customers in terms of Product

Indicators	X	VI
<b>VAYD-C Events Management Services ...</b>		
1. ... meets or exceeds my expectations in terms of service quality.	3.59	FI
2. ... provides timely and efficient service to its customers.	3.57	FI
3. ... employees consistently demonstrate professionalism and courtesy.	3.61	FI
4. ... resolves customer issues and complaints in a satisfactory manner.	3.59	FI
5. I would strongly recommend VAYD-C Events Management Services to others for their event-related needs.	3.62	FI
<b>General Assessment</b>	<b>3.60</b>	<b>FI</b>

Legend: 3.25 - 4.00 Strongly Agree – Fully Implemented (FI) 2.50 - 3.24 Agree – Implemented (I) 1.75 - 2.49 Disagree – Partially Implemented (SI) 1.00 - 1.74 Strongly Disagree - Not Implemented (NI)

**Product** was **Fully Implemented (3.60)** based on the level of implementation of marketing strategies in VAYD-C Events Management Services as assessed by customers. All indicators were verbally interpreted as **Fully Implemented**. The indicator “I would strongly recommend VAYD-C Events Management Services to others for their event-related needs” yielded the highest mean score of **3.62**. On the other hand, the indicator “VAYD-C Event Management provides timely and efficient service to its customers” received the lowest mean score of responses with **3.57**.

VAYD-C Events Management Services exceeds the expectations of customers by providing timely and efficient services, demonstrating professionalism, resolving customer issues and complaints, resulting in recommendations to others. It suggests that customers are satisfied and particularly pleased with the received product/service, enough for them to recommend the company to their colleagues.

This was supported by the study of Komari et al (2020) on their claim that this sector occupies the central position on of the marketing mix. It accentuated that the product element shouldn't and can never be static. It had to be continuously modified and updated based on the ever-changing requirements to ensure that the company retained the interest and loyalty of the customers.

In addition, Altay et al. (2022) conceptualized how important a dynamic and innovative nature of products and services was. It was concluded that after a company performed well, the expectations received from clients increased as well. Concluding that regardless of the overly positive feedback on the product of VAYD-C Events Management Services, essential modifications and developments in various sectors were necessary.

#### 4.1.2. Pricing

**Pricing** was **Fully Implemented (3.57)** based on the level of implementation of marketing strategies in VAYD-C Events Management Services as assessed by customers. All indicators were verbally interpreted as **Fully Implemented**. The indicator “VAYD-C Events Management Services charges fair prices for the goods and services it offers, giving customers value for their money.” yielded the highest mean score of **3.60**. On the other hand, the indicator “VAYD-C Events Management Services offers an affordable pricing.” received the lowest mean score of responses with **3.51**.

Table 1.2 Level of Implementation of Marketing Strategies in VAYD-C Events Management Services as assessed by Customers in terms of Pricing

Indicators	X	VI
<b>VAYD-C Events Management Services ...</b>		
1. ... offers an affordable pricing.	3.51	FI
2. ... charges fair prices for the goods and services it offers, giving customers value for their money.	3.60	FI
3. The quality and features of the products/services justifies the pricing.	3.57	FI
4. I am satisfied with the transparency and clarity of the VAYD-C Events Management Services' pricing structure and cost breakdowns.	3.59	FI
5. I would strongly recommend VAYD-C Events Management Services' pricing to others for their event-related needs.	3.57	FI
<b>General Assessment</b>	<b>3.57</b>	<b>FI</b>

Legend: 3.25 - 4.00 Strongly Agree – Fully Implemented (FI) 2.50 - 3.24 Agree – Implemented (I) 1.75 - 2.49 Disagree – Partially Implemented (SI) 1.00 - 1.74 Strongly Disagree - Not Implemented (NI)

The sole affordability of the pricing does not contribute much to the differentiation of the company compared to its competitors. This means it is more than the usual price most of the clients are willing to pay, or it is just as equal to the pricing set by the surrounding competition. Maintaining the balance between pricing and the value and quality of the service was crucial for VAYD-C Events Management Services.

In the study conducted by Ali and Anwar (2021), it was mentioned that the concept of pricing presents a multifaceted and crucial element within the 7P marketing model. In addition, they stated that consumers in any field were willing to pay more than the usual rates for the same product or service when buying high-quality or well-known branding.

In line with this, Gupta (2021) accentuated that arriving at the implementation of prices wasn't just about picking random numbers that look pleasing to the eyes of the customers. There were several factors to consider such as production costs, feasible profit, competitor pricing, and most importantly, the value in exchange for the charge.

#### 4.1.3. Place

Table 1.3 Level of Implementation of Marketing Strategies in VAYD-C Events Management Services as assessed by Customers in terms of Place

Indicators	$\bar{X}$	VI
<b>VAYD-C Events Management Services ...</b>		
1. ... has a convenient and easily accessible location.	3.54	FI
2. ... location's ambiance is appealing and welcoming.	3.61	FI
3. ... is equipped with the necessary facilities and amenities to support event planning and coordination.	3.59	FI
4. ... place is clean and well-maintained.	3.64	FI
5. I would strongly recommend VAYD-C Events Management Services' place to others for their event-related needs.	3.61	FI
<b>General Assessment</b>	<b>3.60</b>	<b>FI</b>

Legend: 3.25 - 4.00 Strongly Agree – Fully Implemented (FI) 2.50 - 3.24 Agree – Implemented (I) 1.75 - 2.49 Disagree – Partially Implemented (SI) 1.00 - 1.74 Strongly Disagree - Not Implemented (NI)

**Place** was **Fully Implemented (3.60)** based on the level of implementation of marketing strategies in VAYD-C Events Management Services as assessed by customers. All indicators were verbally interpreted as **Fully Implemented**. The indicator “VAYD-C Events Management Services place is clean and well-maintained.” yielded the highest mean score of **3.64**. On the other hand, the indicator “VAYD-C Events Management Services has a convenient and easily accessible location.” received the lowest mean score of responses with **3.54**.

The accessibility, ambiance, and facilities available are important to the customers but not as crucial as their expectations regarding the cleanliness of the place. The premises of VAYD-C Events Management Services look professional and clean, which creates a positive and lasting impression on the clients. This suggests that regardless of the low accessibility score, clients are still satisfied with VAYD-C's event spaces. Consonantly, Muharam (2021) listed considerations including choosing the right retail partners or online platforms, controlling inventory levels to ensure product availability, and streamlining distribution channels for maximum efficiency and lowest cost. This finding was supported by Siripipatthanakul (2021). He concluded that clients preferred to choose a well-maintained location regardless of the level of discomfort and hassle to reach the destination, especially if they had a well-known and impressive online presence.

#### 4.1.4. Promotion

Table 1.4 Level of Implementation of Marketing Strategies in VAYD-C Events Management Services as assessed by Customers in terms of Promotion

Indicators	X	VI
<b>VAYD-C Events Management Services ...</b>		
1. ... promotional materials accurately conveyed information about their events and services.	3.57	FI
2... promotional materials and advertisements are visually appealing.	3.55	FI
3. ... information about our events is easily accessible through various channels (website, social media, emails, etc.).	3.51	FI
4. ... promotional materials are delivered in a timely manner, allowing sufficient time for planning and registration.	3.57	FI
5. ... descriptions provided in the promotions are clear and informative.	3.62	FI
<b>General Assessment</b>	<b>3.56</b>	<b>FI</b>

Legend: 3.25 - 4.00 Strongly Agree – Fully Implemented (FI) 2.50 - 3.24 Agree – Implemented (I) 1.75 - 2.49 Disagree – Partially Implemented (SI) 1.00 - 1.74 Strongly Disagree - Not Implemented (NI)

**Promotion** was **Fully Implemented (3.56)** based on the level of implementation of marketing strategies in VAYD-C Events Management Services as assessed by customers. All indicators were verbally interpreted as **Fully Implemented**. The indicator “VAYD-C Events Management Services descriptions provided in the promotions are clear and informative.” yielded the highest mean score of **3.62**. On the other hand, the indicator “VAYD-C Events Management Services information about our events is easily accessible through various channels (website, social media, emails, etc).” received the lowest mean score of responses with **3.51**.

The VAYD-C Events Management Services put greater emphasis on the clarity of communication about the offered events and services in their promotional materials, neglecting the need for visual appeal and accessibility across platforms for their audience. This indicates that clients demand more online presence and access to information, as well as the publication of visually trend-aligned visuals.

Ryńca and Ziaecian (2021) emphasized that being able to produce a promotional material that has complete information, easily comprehensible, and visually pleasing was a crucial component in a company’s overall impact and success. Whereas, Jati (2021) labeled promotion as the main communication tool between the seller and the consumer, he elaborated the importance of the availability of promotional material across platforms, may it be physically or online. He stated that the algorithm of social media sites work depending on the interests and search history. Lack of material and exposure in handful a variety of sites, hinders possible consumers into bumping on the company’s offers and existence.

#### 4.1.5. People

Table 1.5 Level of Implementation of Marketing Strategies in VAYD-C Events Management Services as assessed by Customers in terms of People

Indicators	X	VI
<b>VAYD-C Events Management Services ...</b>		
1. ... staff demonstrates a high level of professionalism.	3.63	FI
2. ... effectively communicates with me throughout the event planning process.	3.62	FI
3. ... team was proactive in addressing any issues or changes that arose during the event.	3.62	FI
4. ... staff are friendly and courteous.	3.65	FI
5. ... team was attentive to my needs and provided excellent customer service.	3.65	FI
<b>General Assessment</b>	<b>3.63</b>	<b>FI</b>

Legend: 3.25 - 4.00 Strongly Agree – Fully Implemented (FI) 2.50 - 3.24 Agree – Implemented (I) 1.75 - 2.49 Disagree – Partially Implemented (SI) 1.00 - 1.74 Strongly Disagree - Not Implemented (NI)

**People** was **Fully Implemented (3.63)** based on the level of implementation of marketing strategies in VAYD-C Events Management Services as assessed by customers. All indicators were verbally interpreted as **Fully Implemented**. The indicators “VAYD-C Events Management Services staff are friendly and courteous.” and “VAYD-C Events Management Services team was attentive to my needs and provided excellent customer service.”, yielded the highest mean score of **3.65**. On the other hand, the indicators “VAYD-C Events Management Services effectively communicates with me throughout the event planning process.” and “VAYD-C Events Management Services team was proactive in addressing any issues or changes that arose during the event.”, received the lowest mean score of responses with **3.62**.

The employees of VAYD-C Events Management Services excel in professionalism, communication, proactiveness, friendliness, and attentiveness towards their clients. In the study of Prasetyawan et al. (2024), she emphasized how this sector was crucial on the entirety of consumer experience. This is supported by Anitha and Hemanathan (2020). They wrote how successful people strategies concentrate on hiring, developing, and inspiring staff members to provide first-rate customer service.

#### 4.1.6. Process

Table 1.6 Level of Implementation of Marketing Strategies in VAYD-C Events Management Services as assessed by Customers in terms of Process

Indicators	X	VI
<b>VAYD-C Events Management Services ...</b>		
1. ... process was efficient and well-organized.	3.63	FI
2. ... provides clear instructions and guidance throughout the process.	3.54	FI
3. ... steps and requirements for event planning were clearly communicated and understood.	3.62	FI
4. ... allowed for customization and tailoring to meet my specific event needs.	3.62	FI
5. ... adhered to timelines and deadlines throughout the planning and execution stages.	3.62	FI
<b>General Assessment</b>	<b>3.60</b>	<b>FI</b>

Legend: 3.25 - 4.00 Strongly Agree – Fully Implemented (FI) 2.50 - 3.24 Agree – Implemented (I) 1.75 - 2.49 Disagree – Partially Implemented (SI) 1.00 - 1.74 Strongly Disagree - Not Implemented (NI)

**Process** was **Fully Implemented (3.60)** based on the level of implementation of marketing strategies in VAYD-C Events Management Services as assessed by customers. All indicators were verbally interpreted as **Fully Implemented**. The indicator ““VAYD-C Events Management Services process was efficient and well-organized.” yielded the highest mean score of **3.63**. On the other hand, the indicators “VAYD-C Events Management Services steps and requirements for event planning were clearly communicated and understood.”, “VAYD-C Events Management Services allowed for customization and tailoring to meet my specific event needs.”, and “VAYD-C Events Management Services adhered to timelines and deadlines throughout the planning and execution stages.” received the lowest mean score of responses with **3.62**. VAYD-C delivers their services through smooth, informative, and adaptive implementations during the entirety of the process. Although, notable inconsistency in the yielded mean of the other four statements compared to the second one indicates that the company must emphasize providing clear communication. Based from the study of Broreongtrakhul and Kunthotong (2021), There is a strong positive impression in their processes. In addition, there is a strong streamlining of efficiency, organization, and customization that tailors to the client’s needs and preferences. Furthermore, Yahya and Ariffin (2021) highlighted that near human resources, a business's ability to maintain a consistent flow of business depends on the dedication of its employees and business owner.

#### 4.1.7. Physical Evidence

Table 1.7 Level of Implementation of Marketing Strategies in VAYD-C Events Management Services as Assessed by Customers in terms of Physical Evidence

Indicators	X	VI
<b>VAYD-C Events Management Services ...</b>		
1. ... common areas and amenities are well-kept.	3.57	FI
2. ... branding and signage are consistent and representative of brand.	3.56	FI
3. ... presentation creates a professional and welcoming atmosphere.	3.59	FI
4. ... physical facilities provide functional space for various event-related activities.	3.62	FI
5. ... layout and design of physical space are conducive to effective event planning and coordination.	3.57	FI
<b>General Assessment</b>	<b>3.58</b>	<b>FI</b>

Legend: 3.25 - 4.00 Strongly Agree – Fully Implemented (FI) 2.50 - 3.24 Agree – Implemented (I) 1.75 - 2.49 Disagree – Partially Implemented (SI) 1.00 - 1.74 Strongly Disagree - Not Implemented (NI)

**Physical Evidence** was **Fully Implemented (3.58)** based on the level of implementation of marketing strategies in VAYD-C Events Management Services as assessed by customers. All indicators were verbally interpreted as **Fully Implemented**. The indicator “VAYD-C Events Management Services physical facilities provide functional space for various event-related activities.” yielded the highest mean score of **3.62**. On the other hand, the indicator “VAYD-C Events Management Services branding and signage are consistent and representative of brand.” received the lowest mean score of responses with **3.56**.

VAYD-C Events Management Services have an overall positive opinion towards the physical evidence inside and outside the premises of the company.

Wathanakom et al. (2020) articulated that despite the increasing prevalence of digitalization and social media sales, marketing is heavily influenced by the presence of legitimate firm premises and locations.

#### 4.2. Problem Number 2. What is the level of client satisfaction in terms of:

##### 4.2.1 Ideal Value

Table 2.1 Level of the Client Satisfaction in VAYD-C Event Management Services in terms of Ideal Value

Indicators I expect...	X	VI
1. ...to have a stress-free and enjoyable event planning and execution experience.	3.65	FS
2. ... a highly personalized and customized service that meets my unique needs.	3.64	FS
3. ... to experience exceptional creativity and innovation in the event design and execution.	3.67	FS
4. ... to be ensured that the event is professionally managed with meticulous attention to detail.	3.64	FS
5. ... to have clear and transparent communication from the event management team throughout the process.	3.63	FS
<b>General Assessment</b>	<b>3.65</b>	<b>FS</b>

Legend: 3.25 - 4.00 Strongly Agree – Fully Satisfied (FS) 2.50 - 3.24 Agree – Satisfied (S) 1.75 - 2.49 Disagree – Partially Satisfied (PS) 1.00 - 1.74 Strongly Disagree - Not Satisfied (NS)

**Ideal Value** was **Fully Satisfied (3.65)** based on the level of client satisfaction in VAYD-C Events Management Services as assessed by customers. All indicators were verbally interpreted as **Fully Satisfied**. The indicator “I expect to experience exceptional creativity and innovation in the event design and execution.” yielded the highest mean score of **3.67**. On the other hand, the indicator “I expect to have clear and transparent communication from the event management team throughout the process.” received the lowest mean score of responses with **3.63**.

The clients experience stress-free and enjoyable event planning and execution, exceptional creativity and innovation, and highly personalized and customized service. Min's (2020) research found that customer happiness and service quality had a major impact on customer loyalty. Businesses needed to be able to understand the relevance of customer satisfaction and service quality to fulfill consumer loyalty and improve service quality. Additionally, according to Wolniak et al. (2019), a judgment that the interaction prior to the purchase was satisfying was occasionally used to characterize consumer happiness.

##### 4.2.2 Actual Value

**Actual Value** was **Fully Satisfied (3.61)** based on the level of client satisfaction in VAYD-C Events Management Services as assessed by customers. All indicators were verbally interpreted as **Fully Satisfied**. The indicators “The management conducted and hosted the final event that effectively reflects my vision and exceeded my expectations” and “The management ensured that I am informed and involved throughout the planning and execution of the event.” yielded the highest mean score of **3.62**. On the other hand, the indicator “The management provided excellent and reasonable value for money compared to other options.” received the lowest mean score of responses with **3.59**.

Table 2.2 Level of the Client Satisfaction in VAYD-C Event Management Services in terms of Actual Value

Indicators	X	VI
<b>The management...</b>		
1. ... effectively reduces my stress and workload during the planning process.	3.60	FS
2. ... conducted and hosted the final event that effectively reflects my vision and exceeded my expectations.	3.62	FS
3. ... is flexible and adaptable to my changing needs and requests.	3.61	FS
4. ... ensured that I am informed and involved throughout the planning and execution of the event.	3.62	FS
5. ... provided excellent and reasonable value for money compared to other options.	3.59	FS
<b>General Assessment</b>	<b>3.61</b>	<b>FS</b>

Legend: 3.25 - 4.00 Strongly Agree – Fully Satisfied (FS) 2.50 - 3.24 Agree – Satisfied (S) 1.75 - 2.49 Disagree – Partially Satisfied (PS) 1.00 - 1.74 Strongly Disagree - Not Satisfied (NS)

VAYD-C Events Management Services keeps up on client satisfaction in terms of the ideal and actual value. The clients of VAYD-C were satisfied with the services delivered by the company. In addition, it was not only meeting client expectations but was effectively exceeding the ideals of the clients.

Cavaliere et al. (2021), who asserted that client satisfaction resulted from the disparity or similarity between before and after the purchase. In other words, it involved the initial impression and the final feeling after the experience. Additionally, in a competitive market where companies were fighting for customers and where executives and business owners had to lead and develop their companies, customer satisfaction was seen as a critical differentiator.

Furthermore, this finding was supported by Jadhav et al. (2021). They stated that customer satisfaction was the response and the evaluation of the apparent discrepancy between the first impression and the actual performance of the item as seen after consumption.

#### 4.2.3 Social Comparison

Table 2.3 Level of the Client Satisfaction in VAYD-C Event Management Services in terms of Social Comparison

Indicators	$\bar{X}$	VI
1. Compared to other events I've attended, the one handled by the VAYD-C Events Management Services is better organized and executed.	3.63	FS
2. The feedback from guests indicated that the event managed by VAYD-C Events Management Services is more enjoyable and memorable than similar events.	3.64	FS
3. My overall satisfaction with the VAYD-C Events Management Services is significantly higher than what others have shared.	3.60	FS
4. I would confidently recommend the VAYD-C Events Management Services to friends and family.	3.64	FS
5. The VAYD-C Events Management Services exceeds the industry standard for event management quality.	3.65	FS
<b>General Assessment</b>	<b>3.63</b>	<b>FS</b>

Legend: 3.25 - 4.00 Strongly Agree – Fully Satisfied (FS) 2.50 - 3.24 Agree – Satisfied (S) 1.75 - 2.49 Disagree – Partially Satisfied (PS) 1.00 - 1.74 Strongly Disagree - Not Satisfied (NS)

**Social Comparison** was **Fully Satisfied (3.63)** based on the level of client satisfaction in VAYD-C Events Management Services as assessed by customers. All indicators were verbally interpreted as **Fully Satisfied**. The indicator “The VAYD-C Events Management Services exceeds the industry standard for event management quality.” yielded the highest mean score of **3.65**. On the other hand, the indicator “My overall satisfaction with the VAYD-C Events Management Services is significantly higher than what others have shared.” received the lowest mean score of responses with **3.60**.

VAYD-C Events Management Services excels at executing events, which drives higher rates of customer loyalty, positive word-of-mouth advertisement, and a strong reputation.

This aligned with the findings of Wolniak et al. (2019) and Min (2020). According to the authors, exceeding industry standards held great significance in retaining customers and expanding the client circle with minimal efforts on self-powered promotions.

3. Problem Number 3. Is there a significant relationship between the marketing strategies and the level of client satisfaction in VAYD-C Events Management Services?

Table 3 Test of Significant Relationship Between the Marketing Strategies and Level Client Satisfaction in VAYD-C Events Management Services

Marketing Strategies	Client Satisfaction	r value	p value	Remarks	Decision
Product	Ideal Value	.863**	.000	Significant	Reject Ho
	Actual Value	.856**	.000	Significant	Reject Ho
	Social Comparison	.859**	.000	Significant	Reject Ho
Pricing	Ideal Value	.844**	.000	Significant	Reject Ho
	Actual Value	.845**	.000	Significant	Reject Ho
	Social Comparison	.857**	.000	Significant	Reject Ho
Place	Ideal Value	.868**	.000	Significant	Reject Ho
	Actual Value	.867**	.000	Significant	Reject Ho
	Social Comparison	.885**	.000	Significant	Reject Ho
Promotion	Ideal Value	.877**	.000	Significant	Reject Ho
	Actual Value	.867**	.000	Significant	Reject Ho
	Social Comparison	.869**	.000	Significant	Reject Ho
People	Ideal Value	.884**	.000	Significant	Reject Ho
	Actual Value	.860**	.000	Significant	Reject Ho
	Social Comparison	.860**	.000	Significant	Reject Ho
Process	Ideal Value	.895**	.000	Significant	Reject Ho
	Actual Value	.883**	.000	Significant	Reject Ho
	Social Comparison	.860**	.000	Significant	Reject Ho
Physical Evidence	Ideal Value	.908**	.000	Significant	Reject Ho
	Actual Value	.874**	.000	Significant	Reject Ho
	Social Comparison	.874**	.000	Significant	Reject Ho

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed)

There was a significant relationship between the marketing strategies and the level of client satisfaction in VAYD-C Events Management Services as shown in the probability values, which were all .000 and less than the level of significance at .05. Thus, the null hypothesis was rejected.

The r values lied between 0.75 and 0.99, indicating a strong positive correlation. This suggested that there was a substantial link between the marketing strategies and the level of client satisfaction in VAYD-C Events Management Services. It also indicated that the higher the implementation of marketing strategies, the higher the level of client satisfaction.

This was supported by the findings of Santos and Drequito (2024). Their study amplified the significance of a comprehensive marketing approach, harmonizing both product and promotional strategies, in enhancing overall customer satisfaction. The substantial correlations shown between marketing tactics and consumer satisfaction emphasized how important marketing strategies were to the development of businesses and how they had a significant impact on both customer satisfaction and overall performance. Furthermore, Fitria et al. (2019) stated that when a business succeeded in its product strategy, it translated into drawing in

new clients and improving the contentment of their current clientele. Consumers regarded distinctive and varied offerings highly, which favorably impacted their experiences.

*4. Problem number 4. Does the level of implementation of marketing strategies in VAYD-C Event Management Services significantly impact client satisfaction level?*

Table 4.1 Regression Analysis on the Impact of the Marketing Strategies and Level Client Satisfaction in VAYD-C Events Management Services in terms of Ideal Value

Variables	Unstandar- dized B	Std. Error	Standar- dized B	F	P value	Remarks	Decision
(Constant)	.474	.133		3.556	.001		
Product	.115	.131	.120	.879	.381	Not Significant	Accept Ho
Pricing	-.035	.111	-.036	-.315	.753	Not Significant	Accept Ho
Place	-.048	.138	-.049	-.348	.729	Not Significant	Accept Ho
Promotion	.008	.145	.008	.056	.955	Not Significant	Accept Ho
People	.159	.144	.162	1.105	.271	Not Significant	Accept Ho
Process	.196	.146	.203	1.343	.182	Not Significant	Accept Ho
Physical	.486	.153	.519	3.175	.002	Significant	Reject Ho
R – Square	= .834						
Adjusted R Square	= .825						
F-value	= 93.568						
Significance	=.000						

The level of marketing strategy, such as physical evidence, significantly impacted the level of client satisfaction in VAYD-C Events Management Services in terms of Ideal Value. The probability value was .002, which was less than the level of significance at .05; thus, the researcher rejected the null hypothesis. The marketing strategy, such as physical evidence, of VAYD-C Events Management Services significantly impacted the level of client satisfaction by 83.4%.

This implies that the more VAYD-C Events Management Services are consistent with their branding and signage, create a professional and welcoming atmosphere, and have enough space for various activities, the more the clients feel satisfied.

Zhong and Moon (2020) and Lina (2022) argued that the degree to which a customer felt that using or owning a particular service would arouse positive emotions was reflected in their level of satisfaction based on their pre-purchase expectations. Accordingly, the physiological condition of feeling connected to whether a client's perceived quality of service was met both during and after a service encounter was known as customer satisfaction.

Table 4.2 Regression Analysis on the Impact of the Marketing Strategies and Level Client Satisfaction in VAYD-C Events Management Services in terms of Actual Value

Variables	Unstandar- dized B	Std. Error	Standar- dized B	F	P value	Remarks	Decision
(Constant)	.454	.146		3.116	.002		
Product	.052	.143	.054	.363	.717	Not Significant	Accept Ho
Pricing	.078	.121	.083	.649	.518	Not Significant	Accept Ho
Place	.181	.151	.185	1.203	.231	Not Significant	Accept Ho
Promotion	.061	.158	.064	.387	.699	Not Significant	Accept Ho
People	.025	.157	.026	.159	.874	Not Significant	Accept Ho
Process	.400	.159	.419	2.517	.013	Significant	Reject Ho
Physical	.080	.167	.086	.475	.635	Not Significant	Accept Ho
R – Square	= .799						
Adjusted R Square	= .789						
F-value	= 74.011						
Significance	=.000						

The level of marketing strategy, such as the process, significantly impacted the level of client satisfaction in VAYD-C Events Management Services in terms of Actual Value. The probability value was .013, which was less than the level of significance at .05; thus, the researcher rejected the null hypothesis. The marketing strategy, such as the process, of VAYD-C Events Management Services significantly impacted the level of client satisfaction by 79.9%.

The more the employees fulfill their jobs properly, the more the clients feel satisfied. Lee et al. (2022) implied that customer satisfaction was based upon the common judgment of products or services that provided the maximum rate of satisfaction for the customers. Furthermore, Ilyas and Mustafa (2022) noted that the verification or denial that could result from the discrepancy between the expectations for service quality and the actual performance of the service occurred during or after service usage.

Table 4.3 Regression Analysis on the Impact of the Marketing Strategies and Level Client Satisfaction in VAYD-C Events Management Services in terms of Social Comparison

Variables	Unstandar- dized B	Std. Error	Standar- dized B	F	P value	Remarks	Decision
(Constant)	.509	.143		3.549	.001		
Product	.047	.141	.049	.332	.741	Not Significant	Accept Ho
Pricing	.156	.119	.166	1.315	.191	Not Significant	Accept Ho
Place	.388	.148	.399	2.619	.010	Significant	Reject Ho
Promotion	.105	.156	.110	.675	.501	Not Significant	Accept Ho
People	-.070	.155	-.072	-.453	.651	Not Significant	Accept Ho
Process	-.018	.157	-.019	-.117	.907	Not Significant	Accept Ho
Physical	.265	.165	.286	1.606	.111	Not Significant	Accept Ho
R – Square	= .804						
Adjusted R Square	= .793						
F-value	= 76.103						
Significance	=.000						

The level of marketing strategy, such as place, significantly impacted the level of client satisfaction in VAYD-C Events Management Services in terms of Social Comparisons. The probability value of .010 was less than the level of significance at .05, thus the researcher rejected the null hypothesis. The marketing strategy, such as the place, of VAYD-C Events Management Services significantly impacted the level of client satisfaction by 80.4%.

The more the place is accessible and aesthetically designed, the more clients feel satisfaction.

This was supported by the studies of Mani and Tomar (2020) and Nikbin et al. (2022). Each conducted a thorough study of the literature on marketing mix approaches during recessions, emphasizing the significance of the venue. Both accentuated that the authenticity of the place was a crucial component of any industry's marketing strategy.

##### 5. Problem Number 5. Based on the study's findings, what action plan may be proposed?

The main purpose of this study was to explore the correlation between marketing strategies of VAYD-C Events Management in terms of product, pricing, place, promotion, people, process, and physical evidence, and the level of client satisfaction in terms of ideal value, actual value, and social comparisons. The respondents were post-pandemic clients from the premises of CALABARZON. Hence, the proposed action plan was recommended to be implemented. This action plan aimed to assess the areas to be improved and ensure the full implementation of the marketing strategies of VAYD-C Events Management Services and its clients' satisfaction.

Table 5 The Proposed Action Plan

KEY AREAS	RESULT	GOALS/ OBJECTIVES	PLANS AND PROGRAMS	AND	TIME FRAME	PERSONS INVOLVED	Budget Allocation	Success Indicator
Needs Assessment (Implementation)		To conduct needs assessment determine the areas for improvement of their marketing strategies	Assess the different marketing strategies and their area of improvement		May 2024	Business Owner, Marketing Team	none	90% of the clients participate in the needs assessment
Meeting and Planning (Implementation)		To discuss the result of the Needs Assessment and come up with a plan in maintaining the very high level of implementation of marketing strategies	Create short and long-term plans to maintaining the very high level of implementation of marketing strategies		May 2024	Business Owner, Marketing Team	none	95% of the plan is finalized
Place (Client Satisfaction)		To boost the information and event spaces at VAYD-C's accessibility and ease of use.	Explore partnership opportunities with transportation shuttles to add it to a package to aid in the convenience of access.		May 2024 – December 2024	Business Owner, Marketing Team	Php 10,000.00	95% of the plan is implemented by exploring partnership opportunities with transportation shuttles to add it to a package to aid in the convenience of access.
Process (Client Satisfaction)		To provide clients with clear, concise, and consistent	Develop a client communication manual		May 2024 – June 2024	Business Owner, Marketing Team	Php 15,000.00	95% of the plan is implemented by

instructions that outlines throughout the event planning process, key milestones, and client responsibilities.

developing a client communication manual that outlines the event planning process, key milestones, and client responsibilities.

## 5. Summary of Findings, Conclusions and Recommendations

This chapter presents the summary of findings, conclusions, and recommendations based on the data gathered and presented.

### 5.1. Summary of Findings

From the data gathered and analyzed, the following findings were presented.

#### 1. Level of Implementation of Marketing Strategies in VAYD-C Events Management Services as assessed by Customers

##### 1.1 Product

It had a general assessment of **3.60** verbally interpreted as **Fully Implemented**.

##### 1.2 Pricing

It had a general assessment of **3.57** verbally interpreted as **Fully Implemented**.

##### 1.3 Place

It had a general assessment of **3.60** verbally interpreted as **Fully Implemented**.

##### 1.4 Promotion

It had a general assessment of **3.56** verbally interpreted as **Fully Implemented**.

##### 1.5 People

It had a general assessment of **3.63** verbally interpreted as **Fully Implemented**.

##### 1.6 Process

It had a general assessment of **3.60** verbally interpreted as **Fully Implemented**.

##### 1.7 Physical Evidence

It had a general assessment of **3.58** verbally interpreted as **Fully Implemented**.

#### 2. Level of Client Satisfaction VAYD-C Events Management Services

##### 2.1. Ideal Value

It had a general assessment of **3.65** verbally interpreted as **Fully Satisfied**.

##### 2.2. Actual Value

It had a general assessment of **3.61** verbally interpreted as **Fully Satisfied**.

### 2.3. Social Comparisons

It had a general assessment of **3.63** verbally interpreted as **Fully Satisfied**.

### 3. Test of Significant Relationship between the Marketing Strategies and Client Satisfaction in VAYD-C Events Management Services

Based on the analysis of customer assessment data from VAYD-C Events Management Services, there was a strong positive relationship between the company's marketing initiatives and customer happiness. This implied that customers who thought VAYD-C's marketing initiatives were more successful typically expressed greater levels of satisfaction.

### 4. Regression on the Level of Implementation of Marketing Strategies in VAYD-C Event Management Services Significantly Impacts Client Satisfaction Level

#### 4.1 Ideal Value

The more VAYD-C Events Management Services were consistent with its branding and signage, created a professional and welcoming atmosphere, and had enough space for various activities, the more the clients felt satisfied.

#### 4.2 Actual Value

The more the employees fulfilled their jobs properly, the more the clients felt satisfied.

#### 4.3 Social Comparison

The more the place was accessible and aesthetically designed, the more clients felt satisfaction.

### 5. The Proposed Action Plan

VAYD-C Events Management Services needed to create focused action plans to maintain the very high level of implementation of marketing strategies. This focused strategy could maintain a very high level of client satisfaction and VAYD-C's competitive advantage in the event management sector.

#### 5.2. Conclusions

Based on the findings of the study, the following conclusions may derived:

1. That VAYD-C Event Management Services fully implemented their marketing strategies wherein they were able to exceed the expectations of the customers by providing timely and efficient services, demonstrating professionalism, and resolving customer issues and complaints that resulted in being recommended to others. They also offered premium pricing that delivers justifiable, exceptional, and expectation-exceeding services. The premises of VAYD-C Events Management Services look professional and clean, which creates a positive and lasting impression on the clients. VAYD-C Events Management Services puts a greater emphasis on the clarity of communication about the offered events and services in their promotional materials, neglecting the need for visual appeal and accessibility throughout platforms for their audience. The employees of VAYD-C Events Management Services excel in professionalism, communication, pro-activeness, friendliness, and attentiveness toward their clients. VAYD-C has a strong streamlining of efficiency, organization, and customization that tailors to the client's needs and preferences. VAYD-C Events Management Services has an overall positive opinion towards the physical evidence inside and outside the premises of the company.

2. That clients are fully satisfied with the entirety of their transaction with VAYD-C Events Management Services. This was particularly evident in areas like stress reduction, event personalization, and attention to detail, while there was room for improvement in exceeding expectations for creative elements and transparent

communication, the overall findings position VAYD-C Events Management Services favorably compared to industry standards.

3. That the VAYD-C Events Management Services marketing strategies and customer satisfaction are significantly correlated. This indicates that customers are more likely to report higher satisfaction if they believe the company's marketing activities are effective. This shows that VAYD-C Events Management Services was attracting customers who were interested in their services and effectively conveying their value proposition through their marketing.

4. That the VAYD-C Events Management Services marketing strategies impact customer satisfaction.

5. That the proposed action plan encompasses fostering stronger synergy between the implementations and customer satisfaction. Through continuous feedback-seeking and a commitment to ongoing enhancement, VAYD-C Events Management Services can guarantee that their service delivery constantly exceeds customer expectations.

### 5.3. Recommendations

Based on the findings and conclusions, the following are hereby recommended:

1. VAYD-C Events Management Services may consider the proposed plan of action which focuses on amelioration all the implementations under the 7Ps. Which has the following objectives: (1) enhancing information dissemination and execution, (2) accommodation of the varying client budget, (3) boosting the ease of access to the location, (4) expanding the client engagement through online platforms, (5) streamlined communication channel, (6) event manual publication, and (7) improving consistency on product branding.
2. VAYD-C Events Management Services may place a high priority on preserving their strengths in stress reduction, event customization, and attention to detail based on the customer satisfaction data. Furthermore, strategic initiatives to strengthen communication transparency and expand creative service offerings will further improve client experience and establish VAYD-C Events Management Services' standing in the market.
3. The positive correlation between VAYD-C's marketing strategies and customer satisfaction underscores the importance of aligning marketing efforts with customer needs and expectations. VAYD-C Events Management Services may adopt and implement the action plan suggested by the researcher for it provides a comprehensive plan of action that will improve the implementations of the company.
4. VAYD-C Events Management Services should consider expanding their marketing efforts beyond mere promotion. Exploring strategies that enhance customer experience across all touchpoints (e.g., website, booking process, event execution) can further contribute to increased satisfaction. Employees are encouraged to continue providing quality products and services to their clients to maintain a very high level of satisfaction.
5. To obtain ongoing insights, VAYD-C Events Management Services ought to put in place a strong system for collecting consumer feedback. Through proactive integration of client feedback into service delivery procedures and clear action plans, the business can guarantee ongoing enhancements and ultimately surpass consumer expectations.
6. Future researchers are encouraged to investigate user stratification in order to unlock more variables that will broaden and enhance the existing findings of this study. Examining the variance in outcomes according to the demographic profile, socioeconomic status, and severity of implementations is part of this. and how it affects how they view the level of satisfaction. This will offer more thorough suggestions regarding the relationship between implementations and client

satisfaction. It is also suggested that they include a larger number of respondents to make the results more valid and reliable.

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VAYD-C

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