

**John B. Lacson Foundation Maritime University-Molo, Inc.
College of Business
Iloilo City**

CUSTOMERS' SATISFACTION: BSCSM EVENT MANAGEMENT

**A Research Proposal Presented to the
Faculty Members of the College of Business
John B. Lacson Foundation Maritime University-Molo, Inc.**

**In Partial Fulfillment
Of the Requirements in Research
(Methods of Research)**

by

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Abstract

This descriptive study aimed to evaluate the levels of assessment of CSM 12 (Banquet, Function & Catering Procedures) among BSCSM students when taken as a whole and when grouped according to different categories such as age, type of residence, type of stay, monthly family income, gender, and section. The respondents were the one hundred six (106) third year Bachelor of Science and Cruise Ship Management (BSCSM) students at John B. Lacson Foundation Maritime University (JBLFMU)-Molo, Inc. Descriptive statistics used in this study were frequency count, percentage, and mean. Inferential statistics were t-test and Analysis of Variance (ANOVA). Results revealed that the level of assessment in CSM 12 was "high" when the respondents were classified according to age, type of residence, type of stay, monthly family income, gender, and section. Whether the assessment was influenced by laboratory, student, and other factors, majority of the categories have high assessment except for the influence of the students that have "moderate" level of assessment. There were no significant differences in the assessment of CSM 12 when the students were classified according to age, type of residence, type of stay, monthly family income, gender, and section. There were no significant differences in the level of assessment in CSM 12 when grouped according to categories as influenced by laboratory and other factors, but a significant difference was noted when students were classified according to type of residence.