

Level of Student Satisfaction on the Frontline Services of Capsu Satellite Colleges

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Abstract- This descriptive-correlational study assessed the level of student satisfaction, in general, on the frontline services of CapSU Satellite Colleges in terms of tangibles, reliability, responsiveness, assurance, and empathy. The respondents were the 1,520 students randomly selected from the six Satellite Colleges of Capiz State University during the A. Y. 2015 – 2016. Using a researcher-made questionnaire to gather data, mean results revealed that the level of student satisfaction of CapSU Satellite Colleges was very satisfied.

Index Terms- Level, Student satisfaction, Frontline services

I. INTRODUCTION

Globalized competition has stressed the importance of quality and satisfaction in the battle for winning consumer (i.e. students) preferences and maintaining sustainable competitive advantages. Educational systems are becoming services for people especially; quality, satisfaction, and performance prove to be the key factors reciprocally interrelated in a cyclical relationship. The higher the service quality, the more satisfied the customers. Thus, to attract new customers, educational institutions and universities are placing greater emphasis on meeting the expectations and needs of their customers the “students” (Thomas, 2011).

Service quality is a critical factor for developing and sustaining relationships with customers (Park et al., 2006). Since it has significant impact on customer satisfaction and customer loyalty to service firms, this construct is a major determinant of the firm’s success or failure in a competitive environment (Lin et al., 2009). Service quality is the discrepancy between consumer perceptions of services offered by a particular firm and their expectations about the firm offering such services (Chou et al., 2011).

The importance of such a service is highlighted by the presence of many stakeholders and their interests, either educational or social. A strategy of continuous improvement with regard to quality is important. The demand is at a higher level not only in relation to the quality of teaching but also to social expectations.

RESEARCH ELABORATIONS

The research design used was descriptive - correlational method. The participants of the study were 1,520 students randomly selected from the 3,877 population from Second Year to Sixth Year enrolled in the six(6) Satellite Colleges (Dayao, Dumarao, Mambusao, Pilar Sigma and Tapaz) of Capiz State University for Academic Year 2015 – 2016. After determining the sample size of the study, stratified random sampling was used to determine the sample size per satellite college, department and year level. The researcher employed a self-made questionnaire based on the SERVQUAL instrument developed by Parasuraman et al. (1988), the Civil Service Commission’s Report Card Survey, Capiz State University’s Citizen’s Charter, books, journals, unpublished thesis and dissertations. Part I dealt with the socio-demographic profile of students such as age, sex, year level, department affiliation, satellite college and estimated monthly family income. Part II gathered the data in assessing the level of student satisfaction on CapSU frontline offices such as the Office of the Registrar, Library, Accounting and Collecting Office, Guidance Office, and Medical/Dental Clinic. There were five (5) indicators on the level of student satisfaction, namely; tangibles, reliability, responsiveness, assurance, and empathy. There were ten (10) items for each indicator. The items were formulated based on the content of the SERVQUAL instrument, books, journals, unpublished theses and dissertations.

The questionnaire was subjected to content validation by a panel of knowledgeable persons in management, language, questionnaire preparation, and analysis and interpretation of data. The suggestions and comments of the members of the panel were consolidated to come up with the final questionnaire. After the validation of the questionnaire, it was pretested to 30 students; 10 students each from the Technology Department, the College of Business and Management and from the College of Teacher Education of Capiz State University, Main Campus, Roxas City. Convenience sampling was used to select the pretest student – respondents. The computed reliability coefficient of the questionnaire was 0.995.

Level of student satisfaction’s responses in the questionnaire were scored, classified and given verbal interpretations as follows:

Score	Scoring Interval	Verbal Interpretation	Meaning
5	4.20 – 5.00	Very Satisfied	Manifests high contentment of the actual performance of the service.
4	3.40 – 4.19	Satisfied	Manifests contentment of the actual performance of the service.

3	2.60 – 3.39	Moderately Satisfied	Manifests average contentment of the actual performance of the service.
2	1.80 – 2.59	Less Satisfied	Manifests less contentment of the actual performance of the service.
1	1.00 – 1.79	Least Satisfied	Manifests a very little contentment of the actual performance of the service.

The researcher then asked approval from the different satellite college directors of the six satellite colleges of Capiz State University to administer the questionnaire. The HRMO designate or the SSC President of each satellite college was requested to help the researcher administer the questionnaires to the selected students. Once accomplished, these were retrieved and submitted to the researcher for consolidation, processing and analysis.

The data gathered was encoded through Microsoft Excel and was processed using the Statistical Package for Social Science Software (SPSS). Frequency count and percentage used

to determine the socio-demographic profile of the students in terms of age, sex, year level, department affiliation, satellite college, and estimated monthly family income. The level of student satisfaction of CapSU Satellite Colleges in terms of tangibles, reliability, responsiveness, assurance, and empathy were analyzed and interpreted also using the mean.

II. RESULTS OR FINDINGS

Table 1. Socio-demographic Profile of the Students

	Frequency	Percent (%)
Age (in years)		
15 – 19	1030	67.76
20 – 24	451	29.67
25 and above	39	2.57
Total	1520	100
Sex		
Male	533	35.07
Female	987	64.93
Total	1520	100
Year Level		
Second Year	649	42.70
Third Year	489	32.17
Fourth Year	374	24.61
Fifth Year	4	0.26
Sixth Year	4	0.26
Total	1520	100
Department Affiliation		
Agriculture and Veterinary Medicine	263	17.30
Bachelor of Arts	18	1.18
Business Administration	35	2.30
Computer/Information Technology	221	14.54
Criminology	281	18.49
Fishery	44	2.90
Food Technology and Entrepreneurship	18	1.18
Office Administration	58	3.82
Social Work	69	4.54
Teacher Education	268	17.63
Technology	79	5.20
Tourism and Hospitality Management	166	10.92
Total	1520	100
Satellite College		
Dayao	370	24.34
Dumarao	268	17.63
Mambusao	180	11.84

Sigma	239	15.73
Pilar	277	18.22
Tapaz	186	12.24
Total	1520	100
Estimated Monthly Family Income		
P5,000 and below	886	58.29
P5,001 – P10,000	410	26.97
P10,001 – P15,000	150	9.87
P15,001 and above	74	4.87
Total	1520	100

Majority of the students were aging 15 – 19 years old (67.76%); dominated mostly by female (64.93%), second year (42.70%), criminology students (18.49%); engaged largely by Dayao Satellite College.

Table 2. Level of Student Satisfaction on the Services of CapSU Satellite Colleges in Terms of Tangibles, Reliability, Responsiveness, Assurance and Empathy

Indicators	Mean	Verbal Interpretation
Tangibles	4.29	Very Satisfied
Reliability	4.29	Very Satisfied
Responsiveness	4.27	Very Satisfied
Assurance	4.28	Very Satisfied
Empathy	4.28	Very Satisfied
Grand Mean	4.28	Very Satisfied

The grand mean on the level of student satisfaction on the services of CapSU Satellite Colleges in terms of tangibles, reliability, responsiveness, assurance and empathy is 4.28 with a verbal interpretation of very satisfied. The means of the five indicators on the level of student satisfaction based on the services of CapSU Satellite Colleges, which ranged from 4.27 to 4.29, had verbal interpretations of very satisfied.

III. CONCLUSIONS

- Majority of the students who participated in the study were at the age 15 - 19 years old; dominated mostly by female, second year, criminology students; engaged largely by Dayao satellite college, and with a monthly family income of Php5,000 and below.
- The level of student satisfaction on the frontline services of CapSU Satellite Colleges was “very satisfied”. Therefore, this is a manifestation that the students had high level of contentment of the actual performance of the service rendered by CapSU Satellite Colleges. Apparently, the students were very satisfied because the services are beyond their expectations.

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