

## Extent of Customers' Satisfaction on Different Services of Pangasinan State University Lingayen Campus

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**Abstract** – The objective of this study was to determine the areas that Pangasinan State University - Lingayen Campus (PSU-LC) could improve in its operations. It was a survey on the extent of satisfaction and feedback of the customers of PSU-LC on its different services during the two semesters of 2019. This also included the faculty performance evaluation of the six colleges of PSU-LC. The various stakeholders of PSU-LC served as the respondents which were selected through simple random sampling. Using simple tools like average weighted mean, frequency and ranking, the data gathered were analyzed descriptively and were presented in tables. The results of the survey revealed that Medical-Dental Services and Physical Plant and Facilities (Classroom) Services got the highest customer satisfaction rating of very highly satisfied for the first and second semesters, respectively. The Library Services, on the other hand, was among the services which consistently got the lowest satisfaction rating for both semesters. Also, it was found out that the services of PSU-LC in general were very highly satisfactory to the customers for both semesters in terms of timeliness, access, convenience, staff attitude and end result. In terms of customers' feedback, they suggested that PSU-LC has to work on the provision of some facilities in the library, performance improvement of some Registrar's staff, and provision of advanced equipment in laboratories. For the faculty performance evaluation, the results revealed that the six colleges of PSU-LC obtained a very satisfactory to outstanding ratings in performing their academic duties.

**Keywords** – customer satisfaction, different services, Pangasinan State University-Lingayen Campus (PSU-LC)

### INTRODUCTION

Quality is a dynamic condition that affects products, services, people, processes, and environments that meet or exceed expectations.<sup>[1]</sup> To achieve this, the quality management is an act that should be taken in place to oversee activities and tasks of organizations to be accomplished for the maintenance of its targeted excellence level.<sup>[2]</sup> Its core component is the monitoring of customers' satisfaction which serves as the requirement for organizations to determine the achievement of their quality objectives.<sup>[3]</sup>

Customer satisfaction measures how the needs and responses are delivered to excel the expectation of customers.<sup>[4]</sup> Its major purpose is to take rectification measures in case that there will be factors that make customers dissatisfied with organization's products or services offered.<sup>[5]</sup> In other words, it is an evaluation to look into how customers feel to the business they engaged with in an organization.

The Pangasinan State University (PSU) as it institutionalized its quality management system in 2016,

has subjected its operations and services to practice the customer satisfaction survey in order to maintain the attainment of its quality objectives. University as a service institution should provide services in quality education, and fulfill the needs and desires of customers.<sup>[6]</sup> The priority areas of PSU which covered this customer satisfaction survey were the services of library, physical plant and facilities, guidance, medical-dental, registrar, cultural, research, sports, extension, and gender and development.

### OBJECTIVES OF THE STUDY

This customer satisfaction survey served as a reference for the campus management of PSU-LC to determine how its customers were satisfied or dissatisfied last 2019 from the different services it offer. This was also a good review for the areas that PSU-LC could improve or it could be given immediate actions based from the suggestions of the customers. Further, this aimed to evaluate the performance of faculty members as to their teaching duties.

**MATERIALS AND METHODS**

The research design employed in this study was descriptive survey method. The instrument used was the standard survey questionnaire being used by the different services of PSU-LC as part of their quality management system. Using a simple random sampling, the respondents covered by this survey were the various stakeholders of the PSU-LC who availed services for the last two semesters of 2019 (January to June and July to December). These stakeholders were composed of students, faculty members, non-teaching personnel, parents, alumni, industry partners and community partners. Meanwhile, the faculty performance evaluation was answered by the students which was conducted from random classes of all faculty members. The data gathered from the respondents were interpreted using simple tools such as average weighted mean, descriptive rating, frequency and ranking.

**RESULTS AND DISCUSSION**

The results of the customer satisfaction survey for the first semester of 2019 showed that the Medical-Dental Services and the Library Services got the highest and lowest over-all satisfaction ratings, respectively.

Specifically, the highest satisfaction ratings were obtained by the Medical-Dental Services for timeliness, access and staff attitude, and the GAD and Classroom Services for convenience and end result. Meanwhile, the lowest satisfaction ratings were obtained by the Library Services for timeliness, convenience, staff attitude, and end result, and the Laboratory Services for access.

In general, it still resulted positively that the customers were very highly satisfied to all of the services of PSU-LC in terms of timeliness, access, convenience, staff and end result of the services.

Table 1. Customer Satisfaction for First Semester (January to June 2019)

Services	Timeliness	Access	Convenience	Staff Attitude	End Result	Over-all Mean
	Descriptive Rating					
Library	3.80 HS	3.94 HS	3.84 HS	3.93 HS	3.95 HS	3.89 HS
Classroom	4.64 VHS	4.56 VHS	4.69 VHS	4.78 VHS	4.83 VHS	4.70 VHS
Laboratory	4.63 VHS	3.88 HS	4.25 VHS	4.25 VHS	4.00 HS	4.20 HS
Guidance	4.36 VHS	4.35 VHS	4.28 VHS	4.59 VHS	4.42 VHS	4.40 VHS
Medical/Dental	4.75 VHS	4.74 VHS	4.71 VHS	4.79 VHS	4.69 VHS	4.73 VHS
Registrar	3.95 HS	4.02 HS	3.89 HS	4.06 HS	3.97 HS	3.98 HS
Cultural	4.19 HS	4.13 HS	4.19 HS	4.88 VHS	4.69 VHS	4.41 VHS
Research	3.93 HS	4.12 HS	3.98 HS	4.05 HS	4.21 VHS	4.06 HS
Sports	4.28 VHS	4.27 VHS	4.48 VHS	4.37 VHS	4.33 VHS	4.35 VHS
Extension	4.38 VHS	4.54 VHS	4.58 VHS	4.67 VHS	4.71 VHS	4.58 VHS
GAD	4.50 VHS	4.58 VHS	4.75 VHS	4.71 VHS	4.83 VHS	4.68 VHS
Over-all Mean	4.31 VHS	4.28 VHS	4.33 VHS	4.46 VHS	4.42 VHS	4.36 VHS

Legend for the Degree of Customer Satisfaction				
Point Value	Mean Scale	Descriptive Rating		Abbreviation
5	4.21-5.00	Very Highly Satisfied		VHS
4	3.21-4.20	Highly Satisfied		HS
3	2.61-3.20	Somewhat Satisfied		SWS
2	1.81-2.60	Slightly Satisfied		SS
1	1.00-1.80	Not Satisfied		NS

The results of the customer satisfaction survey for the second semester of 2019 revealed that the Medical-Dental Services and Library Services got the highest and lowest over-all satisfaction ratings, respectively. This is as same as the findings in the first semester.

In particular, the highest satisfaction ratings were obtained by Medical-Dental Services for all the indicators such as timeliness, access, convenience, staff attitude and end result. Meanwhile, the lowest satisfaction ratings were obtained by the Guidance

Services for timeliness, Cultural Services for access, and Library Services for convenience, staff attitude and end result.

Nevertheless, the over-all satisfaction ratings of the different services of PSU-LC came out with favorable results. The customers were very highly satisfied to all of the services of PSU-LC in terms of timeliness, access, convenience, staff and end result of the services. Further, the over-all customer satisfaction of PSU-LC for the second semester is higher than the first semester.

**Table 2. Customer Satisfaction for Second Semester (July to December 2019)**

Services	Timeliness	Access	Convenience	Staff Attitude	End Result	Over-all Mean
	Descriptive Rating					
Library	4.21 VHS	4.16 HS	4.12 HS	4.33 VHS	4.24 VHS	4.21 VHS
Classroom	4.67 VHS	4.70 VHS	4.72 VHS	4.77 VHS	4.73 VHS	4.72 VHS
Laboratory	4.30 VHS	4.35 VHS	4.20 HS	4.60 VHS	4.40 VHS	4.37 VHS
Guidance	4.02 HS	4.32 VHS	4.23 VHS	4.59 VHS	4.64 VHS	4.36 VHS
Medical/Dental	4.82 VHS	4.84 VHS	4.82 VHS	4.90 VHS	4.89 VHS	4.86 VHS
Registrar	4.60 VHS	4.57 VHS	4.60 VHS	4.75 VHS	4.83 VHS	4.67 VHS
Cultural	4.19 HS	4.13 HS	4.19 HS	4.88 VHS	4.69 VHS	4.41 VHS
Research	4.50 VHS	4.50 VHS	4.55 VHS	4.52 VHS	4.67 VHS	4.55 VHS
Sports	4.33 VHS	4.40 VHS	4.46 VHS	4.46 VHS	4.52 VHS	4.43 VHS
Extension	4.50 VHS	4.55 VHS	4.63 VHS	4.65 VHS	4.68 VHS	4.60 VHS
GAD	4.63 VHS	4.65 VHS	4.67 VHS	4.77 VHS	4.76 VHS	4.70 VHS
Over-all Mean	4.43 VHS	4.47 VHS	4.47 VHS	4.66 VHS	4.64 VHS	4.53 VHS

Legend for the Degree of Customer Satisfaction				
Point Value	Mean Scale	Descriptive Rating		Abbreviation
5	4.21-5.00	Very Highly Satisfied		VHS
4	3.21-4.20	Highly Satisfied		HS
3	2.61-3.20	Somewhat Satisfied		SWS
2	1.81-2.60	Slightly Satisfied		SS
1	1.00-1.80	Not Satisfied		NS

In terms of customers’ feedback, it was revealed that the Library Services received the most number of suggestions from the customers. It was followed in rank by the Registrar and Laboratory Services.

The Library Services can improve its operations if it can provide additional facilities. These examples of facilities which were mentioned by the customers are bag shelves, reading space, chairs and tables, air-conditioned units and signages which are very important to be considered in the library. The Registrar’s Services, on the other hand, can still improve their performance through

their timeliness to the processing of documents and re-orientation on the effective methods of approaching the customers. More so, the Laboratory Services especially the Nutrition and Dietetics, Biological Science and Computer Science have to provide new equipment in their respective laboratories as recommended by the customers.

As we relate these feedbacks from the satisfaction survey results, said services most especially the Library Services are identified by the customers with low satisfaction ratings to some indicators.

**Table 3. Customer Feedback (January to December 2019)**

Services	Suggestions	Frequency	Rank
Library	Provision of additional facilities in library (bag shelves, reading space, chairs and tables, air-conditioned, comfort room, signages)	6	1
Registrar	Improvement of performance of some Registrar’s staff in terms of timeliness and attitude.	5	2
Laboratory	Provision of advanced laboratory equipment	3	3

The findings showed that the over-all faculty performance of PSU-LC for the first semester of 2019 recorded a very satisfactory rating from the students. Their knowledge to the subject marked the highest rating as they were rated as outstanding, while their commitment was the lowest one but it is still considered very satisfactory. The College of Hospitality

Management (CHM) and College of Business and Public Administration (CBPA) were the colleges with the outstanding faculty performance during the first semester, while the rest of the colleges such as College of Arts, Sciences and Letters (CASL), College of Computing Sciences (CCS), College of Education (CE) and College of Technology (CT) were very satisfactory.

**Table 4. Faculty Performance by College for First Semester (January to June 2019)**

Colleges	Commitment	Knowledge to Subject	Teaching for Independent Learning	Management of Learning	Over-all Mean
Descriptive Rating					
CASL	4.10/VS	4.24/O	4.13/VS	4.12/VS	4.15/VS
CBPA	4.19/VS	4.29/O	4.17/VS	4.20/VS	4.21/O
CCS	4.03/VS	4.07/VS	4.05/VS	4.05/VS	4.05/VS

CE	4.12/VS	4.23/O	4.15/VS	4.17/VS	4.16/VS
CHM	4.46/O	4.48/O	4.51/O	4.48/O	4.48/O
CT	4.11/VS	4.09/VS	4.15/VS	4.13/VS	4.12/VS
Over-all Mean	4.17/VS	4.23/O	4.19/VS	4.19/VS	4.20/VS

Legend for the Degree of Faculty Performance by College

Point Value	Mean Scale	Descriptive Rating	Abbreviation
5	4.21-5.00	Outstanding	O
4	3.21-4.20	Very Satisfactory	VS
3	2.61-3.20	Satisfactory	S
2	1.81-2.60	Fair	F
1	1.00-1.80	Poor	P

It was found out that the over-all faculty performance of PSU-LC for the second semester of 2019 was outstanding based on the evaluation of students. This means that the faculty members of PSU-LC were able to meet outstandingly the expectations of students as to their teaching performance which were concentrated on their commitment, knowledge, independence and

management learning to the subjects they handled. The CBPA, CCS, CE, CHM and CT were marked with outstanding performance, while the CASL was rated with very satisfactory performance. More so, all of the colleges of PSU-LC were able to outdo their faculty performance rating from the previous semester.

Table 5. Faculty Performance by College for Second Semester (July to December 2019)

Colleges	Commitment	Knowledge to Subject	Teaching for Independent Learning	Management of Learning	Over-all Mean
CASL	4.18/VS	4.17/VS	4.19/VS	4.21/O	4.19/VS
CBPA	4.35/O	4.51/O	4.35/O	4.38/O	4.40/O
CCS	4.28/O	4.29/O	4.31/O	4.27/O	4.29/O
CE	4.20/VS	4.37/O	4.24/O	4.26/O	4.27/O
CHM	4.50/O	4.50/O	4.46/O	4.46/O	4.48/O
CT	4.53/O	4.53/O	4.55/O	4.57/O	4.54/O
Over-all Mean	4.34/O	4.40/O	4.35/O	4.36/O	4.36/O

Legend for the Degree of Faculty Performance by College

Point Value	Mean Scale	Descriptive Rating	Abbreviation
5	4.21-5.00	Outstanding	O
4	3.21-4.20	Very Satisfactory	VS
3	2.61-3.20	Satisfactory	S
2	1.81-2.60	Fair	F
1	1.00-1.80	Poor	P

**CONCLUSION AND RECOMMENDATION**

Based from the data gathered, the customers were very highly satisfied from the different services of PSU-LC last 2019. It can be concluded that the services of PSU-LC were delivered within the minimum waiting time and with minimum inconvenience. Its staffs were courteous, polite and friendly. The outputs of the services were given completely and with standard quality. But there are services with areas subject for improvement such as Library, Registrar, Laboratory, Cultural and

Guidance. All colleges demonstrated very satisfactory to outstanding performances in instruction. Different services and faculty performance of colleges improved in the second semester of 2019.

It is recommended that the services of PSU-LC should come up with root cause analyses to identify the immediate and corrective actions to the low rating indicators and to the suggestions of customers most especially to the services of Library, Registrar, Laboratory, Cultural and Guidance. This should also be included for discussion to the next campus management

review of PSU-LC for these concerns be acted upon with the support of campus and/or university administration.

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