

**Student Affairs and Services of La Consolacion University Philippines: An Evaluation**

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### **Abstract**

This paper sought to evaluate the satisfaction rating of the student affairs and services of La Consolacion University Philippines. Respondents comprised of 1,000 students randomly chosen from grades 4 to 12, college and graduate departments. The areas evaluated were: Personnel, Facilities/Service area and Quality of Service rendered by the unit. Findings revealed that overall, students are *Very Satisfied* with the quality of services provided by the Student Affairs and Service Department. The Admission Services Unit got an *Excellent* rating which was the highest while the Sports Services Unit got the least rating of *Satisfactory* service. All areas under evaluation - Personnel, Facilities and Quality of Services were found to be *Very Satisfactory*.

### **Keywords:**

*Evaluation, Student Services, Customer Satisfaction, holistic development*

## **1. Introduction**

Most of the higher educational institutions, like La Consolacion University Philippines (LCUP) desires to become an academic leader recognized for innovative and quality instruction, research-oriented higher education in the international community and exemplar in providing sustainable outreach services to the poor, is committed in delivering quality services and providing holistic development to their clientele.

The Student Affairs and Services provides quality services and plays a vital role in the holistic development of every student. It delivers quality services to students through the support services and co- and extra-curricular programs.

Customer Satisfaction has become a fundamental construct (Haumann, Quaiser, Wieseke, & Rese, 2014) in the field of research, most especially to the industries that offers services. Customer satisfaction was considered as an extensively applied index to evaluate the customer perception and the degree of satisfaction on the services provided by a specific industry.

Haumann and colleagues (2014) mentioned that several researches has shown that customer satisfaction positively affects important customer outcomes such as customer loyalty (Lariviere, Keiningham, Aksoy, Yalcin, Morgeson, and Mithas, 2016) and customer's willingness to pay (Lopez- Mosquera & Sanchez, 2014). Thus, those became the very reasons that customer satisfaction with every service is being evaluated.

Customer satisfaction is deemed necessary in realizing the vision of LCUP. The evaluation measures the students' satisfaction with the different units of the Student Affairs and Services Office of the institution.

This paper covers students' evaluation of the different units under the Student Affairs and Services namely: Student Development Services, Guidance Services, Health Services, Sports Services, and Admission Services.

Student-evaluators came from across the different departments of the Basic Education, College and the Graduate School.

In order to allocate university resources more effectively, student affairs units need to be informed about what types of information and services students need, to what extent the information and services are available or insufficient, as well as what types of students need particular types of services (Wharton, Wang and Whitworth 2007)

The results of this evaluation will prove beneficial as it would provide Management of student's perception on the services provided to them by the different units of the Student Affairs and Services Department. Also, services that need improvement could also be addressed to sustain the quality of services rendered by the institution and to ensure the holistic development of each student.

## **2. Method**

The sample of this study consisted of 1000 student-respondents chosen randomly, from the Grades 4 to 12 of Basic Education Department, all levels of the College and the Graduate School departments for the academic year 2017- 2018.

The research tool used in this data collection was the Evaluation of Student Services specially made for evaluating student services of La Consolacion University Philippines. This instrument consists 14 items questionnaire of five-point Likert scale, and was divided into three categories:

**1) About the Personnel** - This category gauges how the Core values of the University are exemplified by the personnel when they attend to customers'/ clients' needs in the performance of their respective duties. This category includes how the personnel demonstrate (a) being reflective in ways that express generosity, (b) compassion and religiosity in dealing with their individual customer/client, (c) being firm and dependable in securing relevant information needed by their individual customer/client, (d) being simple and patient in attending to the individual unique needs of their respective clients and customers, (e) being friendly, helpful, understanding, accommodating to everybody, (f) loving and caring personality that ensures satisfaction of individual client and willingness to volunteer oneself if need be to ensure the safety of others and capable of securing extended time/service if needed;

**2) About the Facilities/ Office Area**- This measures: (a) if the unit has adequate & suitable space appropriate to the nature of services rendered, (b) if equipment and furnishings are appropriate to the number of students served, (c) if the office / area is well - ventilated & lighted, (d) if the office / area is easily located & accessible to the clientele, and (d) if the unit consistently clean.

**3) About the Services the units were rendering** - This measures if (a) proper attention/ service is provided at all times, (b) there was an efficient / working system of transaction procedures given by the unit, (c) customers' concerns get appropriate / accurate results, (d) activities relevant to the students' needs are conducted by the staff and. The Likert scale used has the following ratings:

Intervals	Descriptive Evaluation	Descriptive Interpretation
4.60 – 5.00	Excellent	The respondents are of a consensus that the services rendered by the unit has surpassed their expectations to a very great extent.
3.60 – 4.59	Very Satisfactory	The respondents are of a consensus that the services rendered by the unit has surpassed their expectations to a great extent.
2.60 – 3.59	Satisfactory	The respondents are of a consensus that the services rendered by the unit has met their expectations.
1.60 – 2.59	Fair	The respondents are of a consensus that the services rendered by the unit has not met some of their expectations.
1.00 – 1.59	Poor	The respondents are of a consensus that the services rendered by the unit falls below the adequate service level.

### 3. Results and Discussion

Table 1 presents the results of the evaluation for every service unit. It could be gleaned from the results presented that overall, the services performed by the units under the Student Affairs and Services Department were *Very Satisfactory* as evinced by the computed overall grand mean of 4.08.

Apparently, the admission service unit was rated the highest with an *Excellent* rating as represented by the computed mean of 4.71, which clearly indicates that the respondents are of a consensus that the services rendered by the admission service unit has surpassed their expectations to a very great extent. Meanwhile, the health services, student development services and guidance services units obtained a *Very Satisfactory* assessment of service quality as depicted by the resulting mean of 4.11, 3.83, 4.07 respectively. Profoundly this means that the respondents are of a

consensus that the services rendered by the health service unit, student development service unit and guidance service unit has surpassed their expectations to a great extent.

On the other hand, the sport service unit gained *Satisfactory* rating represented by a computed mean of 3.58, which can be inferred that the respondents are of a consensus that the services rendered by the sport service unit has met some of their expectations and that there is still room for improvement.

Accordingly, all areas – Personnel, Facilities/Office, and Quality of Service were rated *Very Satisfactory* as manifested in their mean scores of 4.02, 4.09, and 4.08, respectively.

**Table 1**

**Summary of Results of Student Evaluation on Student Services**

Service Unit	Personnel	Facilities / Office/Area	Service	Total Rating	Descriptive Evaluation
Health service unit	4.06	4.12	4.02	4.11	Very Satisfactory
Sports Service unit	3.58	3.47	4.18	3.58	Satisfactory
Admission Service Unit	4.68	4.68	4.78	4.71	Excellent
Student Development Service unit	3.69	4.11	3.70	3.83	Very Satisfactory
Guidance Service unit	4.10	4.08	4.04	4.07	Very Satisfactory
<b>Grand Mean</b>	<b>4.02</b>	<b>4.09</b>	<b>4.14</b>	<b>4.08</b>	Very Satisfactory

#### 4. Conclusions and Recommendations

Based from the findings of the study, it could be inferred that overall, students are *Very Satisfied* with the quality of services provided by the Student Affairs and Service Department. The Admission Services got an *Excellent* rating which was the highest while the Sports Services Unit got the least rating at *Satisfactory*. All areas under evaluation - Personnel, Facilities and Quality of Services were found to be *Very Satisfactory*.

It is evident in the study that students' experiences of the university's student services are most distinct when the students can physically see proofs of the quality of services.

The researcher recommends the following to improve the quality of service of the SAS units to further enhance the level of satisfaction of the students:

1. Improve the appearance of the service units and grounds by maintaining cleanliness and orderliness at all times and the regular conduct repairs and maintenance checks.
2. Personnel should be provided in-depth trainings and formation to hone their genuine concern for the welfare of the students.
3. Service units should be properly manned to deliver quality services to the student population in terms of their university concerns since students' experience in doing transactions with service units that are understaffed greatly sway their level of satisfaction.



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