

EVALUATION ON SERVICE QUALITY AND STUDENT SATISFACTION: BASIS FOR ENHANCEMENT AND SUSTAINABILITY***Joanne A. Alada**

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Abstract

This study was conducted to determine the level of student satisfaction on service quality of the health care unit, cafeteria and dormitory of Iloilo State College of Fisheries - Dingle Campus. Specifically, it sought answers to the following questions: What is the level of student satisfaction on service quality of the health care unit, cafeteria and dormitory when taken as a whole? What is the level of student satisfaction on service quality of the health care unit, cafeteria and dormitory when grouped as to course and sex? What are the problems encountered by the students in the different services offered by the College? What interventions may be utilized to increase students' satisfaction of the services offered? A validated researcher-made survey questionnaire was utilized as instrument of this study. The respondents were the randomly selected students of Iloilo State College of Fisheries-Dingle Campus. The findings of the study revealed that the students were satisfied of the College Health Care Unit, Cafeteria and Dormitory Services. Both male and female students showed a satisfied level of the College services. As to course, the IT and CHM students showed a satisfied level of College services while the teacher education students and Agriculture students showed a moderate satisfaction of the College services. For the specific services, the CoED students were dissatisfied of the Dormitory service and gave moderate level of satisfaction on Health Care Unit and Cafeteria while the rest of the students were satisfied of all the services offered by the College. An intervention plan was created to resolve issues pertaining to the services offered by the College which indicated whether these issues were addressed and/or accomplished.

Keywords: College Service Quality, Students' Satisfaction.

INTRODUCTION

Students are considered one of the most important stakeholders of an institution. They are considered important as they bridge the relationship between academic institutions and other stakeholders (i.e. parents, employers, society) and satisfaction of all these stakeholders is dependent on the satisfaction of students. The aim of educational institutions for excellence depends on its strategies to attract and retain students through the combination of excellent learning and non-learning process which result to quality service (Azam, 2018). Service quality (SQ) is defined as a focused evaluation that reflects the customer's perception of specific dimensions of services provided (Zeithaml and Bitner, 2003 in Chuah and Ramalu, 2011). The particular perception towards the dimensions of services is influenced by several factors which includes the quality of the services received, the quality of the product, the price factor as well as both situational and personal factor (Zeithaml and Bitner, 2003, in Wei, 2011). Satisfaction is defined as the resultant outcome of an institution's administrative as well as educational system's coherent performance" (Zeithaml, 1988 in Raiputa, et al., 2011). Student satisfaction is a short-term attitude resulting from an evaluation of students' educational experience, services and facilities (Weerasinghe *et al.*, 2017). Promotion of educational value in higher institutions needs large expenses to keep up efforts paid for improving the service, focus on interests of stakeholders and raise student satisfaction. These values are mostly used to assess the extent of student satisfaction about quality of educational service in order to meet strategic needs

which have utmost importance for students (Cheng, 1990 in Kammur, 2017). It is possible to say that the quality of educational service is determined by the extent of meeting student needs and expectations. The College has various challenges that need to be addressed especially in terms of its basic student services such as the Health Care unit, Cafeteria and Dormitory. For instance, a lot of students complain about the living situations in their dormitories or that canteen products are a bit pricey. These student services are essential components of the facilities provided by the College in helping students develop their intellectual capabilities. A well-planned Health care Unit, Cafeteria and Dormitory aids in a desirable learning environment. The measurement of student satisfaction can be useful for identifying areas in need of improvement. Students' satisfaction does not always come from the level of education they receive; sometimes, providing a variety of supplementary services will add more value and contribute essentially to students' satisfaction (Alshurideh, 2014). To conduct a survey investigation of students' satisfaction with the health care (medical/dental), cafeteria and dormitory services can help the College understand the needs of the students and make necessary improvements to meet its clientele's expectations. As such, this study was conceptualized.

MATERIALS AND METHODS**Research Design**

The study used a descriptive research design. The goal of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what

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rather than how or why something has happened (Gall & Borg, 2007 in Nassaji, 2015).

Locale of the Study

The study was conducted at Iloilo State College of Fisheries-Dingle Campus.

Respondents of the Study

The respondents of this study were the 237 students of Iloilo State of Fisheries – Dingle Campus.

Sampling Method

Stratified and simple random sampling method were used to determine the 237 respondents taken from the whole student population of Iloilo State College of Fisheries – Dingle Campus.

Table 1. Distribution of Respondents

Courses	N	n	M	F
COA	322	131	64	67
CHM	95	39	10	29
COED	59	24	5	19
CICT	106	43	14	29
Total		237	93	144

Data Gathering Instrument

A researcher-made survey questionnaire was utilized as an instrument of this study. This was developed into an online survey form to follow protocols during the COVID-19 pandemic. The survey instrument is composed of statements aimed to determine the quality of services provided by the College. It is divided into three sets of services: (1) health care unit (medical/dental), (2) cafeteria and dormitory) with subcategories for each area such as unit building, equipment/facilities, staff professional knowledge and hygiene, provisions for security and safety, etc.

Part I was the information on the profile of the respondents in terms of course and sex.

Part II elicited information on students' satisfaction level for each service unit of the College: Health Care, Cafeteria and Dormitory with a 5point-Likert scale response with the corresponding points as follows: excellent-5, very good-4, good-3, fair-2, and poor-1 was utilized.

Total score of the respondents for the 43 – items checklist was determined and the corresponding average score was computed. The respondents' level of satisfaction was categorized as very satisfied, satisfied, moderately satisfied, dissatisfied, and very dissatisfied. Below is the mean and interpretation.

Mean Scores	Description
4.20-5.00	Very satisfied
3.40-4.19	Satisfied
2.60-3.39	Moderately Satisfied
1.80-2.59	Dissatisfied
1.00-1.79	Very Dissatisfied

OSAS Chairpersons of the ISCOF-System validated the survey instrument for reliability and validity.

The final research instrument was converted into Google form survey checklist and was sent through online platforms – email, facebook (messenger), and Google classroom) to the respondents.

Data Analysis Procedure

Descriptive statistical tests of mean was employed in this study to determine the level of student satisfaction on service quality when grouped as a whole and as to course and sex.

Mean: It was used to determine the satisfaction level for each service unit of the College: Health Care Unit, Cafeteria and Dormitory as a whole and when grouped as to sex and course.

RESULTS

Level of Students Satisfaction on Health Care, Cafeteria and Dormitory Services

Table 1 shows the satisfaction of students on Health Care, Cafeteria and Dormitory Services of the College as a whole and when grouped as to course and sex. As a whole, students were satisfied of the College health care, cafeteria and dormitory services with a mean of 3.62. When classified as to sex, result shows that both male and female respondents showed a satisfied level of College services with a mean of 3.56 and 3.68 respectively. When respondents were grouped as to course, the IT and CHM students showed a satisfied level of College services with a mean of 3.97 and 4.01 respectively. The teacher education students and Agriculture students showed a moderate satisfaction of the College services with a mean of 2.81 and 3.71 respectively. With the higher number of student enrollees for the COA, it was known that they availed themselves more of the services of the Medical Health as indicated in the logbook of the College nurse. While, the teacher education students are aware of their rights to seek medical help if they fell ill or first aid attention while in campus and of availing the dental services of the Health Care Unit. Further, mostly COA and COED students stay in the College dormitories. This resulted to a moderate level of satisfaction in the services offered as perceived by these students.

Table 2. Students Satisfaction Level per Services (A. Health Care, B. Cafeteria and C. Dormitory Services)

Category	N	Mean	Description
A. As a Whole	237	3.62	Satisfied
B. As to Sex			
Male	93	3.65	Satisfied
Female	114	3.68	Satisfied
C. As to Course			
COA	131	3.71	Satisfied
CHM	39	4.01	Satisfied
COED	24	2.81	Satisfied
CICT	43	3.97	Satisfied

Mean Scores	Description
4.20-5.00	Very satisfied
3.40-4.19	Satisfied
2.60-3.39	Moderately Satisfied
1.80-2.59	Dissatisfied

Table 2 is presented to specifically show the services which received very low satisfaction level in terms of services rendered to the students. The students from the three Colleges - CICT, CHM and COA-were satisfied of the services offered by the Health Care Unit, Cafeteria and Dormitory. Only the COED students showed a consistent moderate satisfaction of the services of the Health Care Unit and Cafeteria and a dissatisfaction level on the services provided by the Dormitory. The teacher education students mostly live in the College dormitories, so they were able to assess the quality of living in the dormitories based on its building configuration, housing facilities and safety of the boarders.

Table 3. Students Satisfaction Level per Category (A. Health Care Unit, B. Cafeteria and C. Dormitory Services)

Category	Mean	Description
A. Health Care Unit (Medical/Dental)		
As a Whole		
As to Sex	3.66	Satisfied
Male		
Female	3.65	Satisfied
As to Course	3.68	Satisfied
CICT		
COED	4.00	Satisfied
CHM	2.96	Moderately Satisfied
COA	3.96	Satisfied
	3.75	Satisfied
B. Cafeteria		
As a Whole	3.74	Satisfied
As to Sex		
Male	3.78	Satisfied
Female	3.71	Satisfied
As to Course		
CICT	4.03	Satisfied
COED	3.08	Moderately Satisfied
CHM	4.12	Satisfied
COA	3.75	Satisfied
C. Dormitory		
As a Whole	3.45	Satisfied
As to Sex		
Male	3.25	Moderately Satisfied
Female	3.65	Satisfied
As to Course		
CICT	3.89	Satisfied
COED	2.39	Dissatisfied
CHM	3.94	Satisfied
COA	3.58	Satisfied

Mean Scores	Description
4.20-5.00	Very satisfied
3.40-4.19	Satisfied
2.60-3.39	Moderately Satisfied
1.80-2.59	Dissatisfied

Problems encountered by the students in the different services offered by the College

A. Medical-Dental Services

1. *Availability of nurse and dental services to be operational.* Prior to pandemic, the College was in a process to hiring a permanent nurse because of the recent loss of the incumbent nurse due to illness. This was the period when students were confused as to the presence of a nurse in the clinic. Whilst, the dental service finally commenced with the procurement of dental chair and dental equipment.
2. *Availability of a Medical doctor* – students seek the help of a doctor for their health concerns.

B. Cafeteria

1. *The canteen staff lacks hygiene* – students complain about the cleanliness of the staff. This refer specifically to their wearing of uniform and fixing their hair such as wearing hairnets to look presentable.
2. *The cafeteria smells poop of cats/cafeteria is dirty and smelly*– There were cats inside the cafeteria specifically staying in the kitchen area. This was the reason students find the cafeteria dirty and disgusting because of the strong smell of cat excrement.

C. Dormitory

1. *New dormitory building or improvement of the dormitory house* - The dormitory service received a dissatisfied level of service for the students. Respondents stated that they wished to live in a dormitory that makes them feel safe. The dormitories are not built with bricks and cement but of dilapidated woods. It has no sturdy fence or installed CCTVs so safety provisions are not provided. The dormitory size and room space are not able to accommodate the number of student occupants.
2. *Dormitory dining area is dirty/ dormitory is dirty* – students complain about the cleanliness of the areas in the dormitory such as the dining area and both the inside and surroundings of the dorm are dirty.
3. *The dormitory space area is limited* – The dorm is very small because it cannot accommodate the number of occupants with the appropriate room space and it fails to provide privacy and safety.

Other concerns of the student-respondents

1. Students suggested the construction of the PTEA Hall.
2. Campus cleanliness should be implemented and maintained.

Interventions for the services offered

A project for the renovation and construction of the College Health Care Unit, Cafeteria and Dormitory is needed to provide quality services to its clientele.

For a feasible solution to the problems encountered by the students given the limited budget of the College, the following are the interventions recommended:

Findings

The study had the following findings:

1. The students were satisfied of the College Health Care Unit, Cafeteria and Dormitory Services.
2. Bothmale and female students showed a satisfied level of the College services.
3. As to course, the IT and CHM students showed a satisfied level of College services while the teacher education students and Agriculture students showed a moderate satisfaction of the College services.
4. For the specific services, the CoED students were dissatisfied of the Dormitory service and gave moderate level of satisfaction on Health Care Unit and Cafeteria while the rest of the students were satisfied of all the services offered by the College.

Conclusion

Problems Encountered	Action Plan	Status
A. Medical/Dental	<ul style="list-style-type: none"> Hiring of a College nurse is recommended 	Accomplished: Kathryn Rose C. Bracamonte, RN College Nurse II – hired August 7, 2020
1. Availability of a school nurse		
2. Students seek dental and medical services	<ul style="list-style-type: none"> Provision of dental services such as dental extraction and dental fillings weekly scheduled visit of the Medical doctor 	Accomplished: Dental Chair and equipment were procured to provide Dental services to the students. The dentist has been with the College since January, 2016 – Dr. Niña Jessa M. Enicolas, DMD Dentist II. Dental service is now provided to the students.
B. Cafeteria	<ul style="list-style-type: none"> Personal Hygiene documents and sanitary permit should be regularly checked Cafeteria staff wear appropriate uniforms and hair restraints Regular check-up of staff uniform and personal hygiene. Set-up a food display area, utensils area and waste disposal area for easy clean-up and maintenance of the Cafeteria. Hiring of additional staff to maintain cleanliness Painting and decoration of the cafeteria for a welcoming environment for a worthwhile stay during snack and meal time. Arrangement of tables and chairs to facilitate efficiency in movement and in ordering of food while waiting in queue. Removal of cat excrement in the cafeteria to avoid litters and foul odor. 	Accomplished: The College Nurse has required documents for sanitary permit of the staff and the cafeteria is regularly checked for its cleanliness. Hiring of new staff was initiated and accomplished The cafeteria was initially renovated and painted to create a conducive environment for the clientele. The cafeteria dining area and food area were rearranged to create more space and accommodate larger number of customers. Cats were sent for adoption so as to gradually remove them from staying in the cafeteria.
1. The canteen staff lacks hygiene1.		
2. The cafeteria smells poop of cats/ cafeteria is dirty and smelly.		
C. Dormitory	<ul style="list-style-type: none"> A number of student occupants should be determined to avoid congestion in the dormitory and to ensure room space utilization, ventilation, privacy and safety of the students. Maintenance of indoor and outdoor surroundings of the dormitories must be implemented to create a clean environment for the student occupants. 	Initiated and Accomplished: OSA has indicated the number of student occupants per room to facilitate enough room space and privacy of dorm occupants. Renovation of the dormitories were conducted. Construction of the new Men and Women' Dormitories is in an on-going phase. Dorm Officers were elected and Dorm Matrons were assigned to supervise the student occupants. Part of this management role is to assign students for cleaners and for those who will create vegetables gardens in the premises of the dorm and maintain the outdoor cleanliness.
1. New dormitory building or improvement of the dormitory house		
2. Dormitory dining area is dirty/ dormitory is dirty.		
3. The dormitory space area is limited.		

Based on the findings, it can be concluded that:

- The students were satisfied of the College Health Care, Cafeteria and Dormitory services.
- Agriculture and Teacher Education students mostly availed themselves of the Medical Service based on the nurse' log-book and were able to assess the quality of service provided. They showed a moderate level of satisfaction for this service.
- When the students' satisfaction level were analyzed based on a specific College service, the Dormitory showed a dissatisfied result from the COED students. This was because a number of COED students reside in the boys' and girls' dormitories.

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