

Customer Satisfaction Results of the Pangasinan State University, Open University Systems

Caren C. Orlanda-Ventayen

Pangasinan State University, Open University Systems

Abstract: *Customer Satisfaction plays a vital role in the organization, this customer satisfaction survey result of Pangasinan State University from the year 2015 to 2017 measures the satisfaction rating of the Open University Systems. The survey questionnaire was used to float the survey, the result shows that clients of Pangasinan State University, Open University is satisfied in terms of timeliness, access, convenience, staff attitude, and the end result. This survey should be conducted continuously in order to measure the satisfaction result of the unit.*

INTRODUCTION

Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. [1] Continuous development in education is always the top priority of universities around the world. Even the Commission on Higher Education, a governing agency of education in the Philippines provided information on priority research agenda for the institution in the Philippines such as institutional development studies [2]. Thus, the goal of this paper is to support the ongoing development of education. Company satisfaction was applicable in the most organization [3]

Research Objectives and Importance

This study investigated the satisfaction of the clients of PSU Open University Systems, specifically sought to answer the (1) Profile of respondents (2) Degree of satisfaction on the services provided (2) Recommendations or suggestions from the respondents.

The result of this research will shed light on the proper perspective of motivating employees to

increase productivity and performance to provide better service or continue the good service offered by the personnel.

Scope and Limitation

The main concern of this study is to determine the satisfaction of the clients visited the office of the OUS. The scope of this study is from SY 2014-2015, SY 2015-2016, and SY 2016-2017 only.

METHODOLOGY

In view of the research problems, the study adopted the quantitative method of research. The use of a survey as a method of data collection has gained popularity over the years because of a great deal of valuable information. This technique was used in the data collection in this study. The participants' responses, therefore, are the direct source of data.

The subject of this study is the satisfaction of the clients of the Open University Systems such as the graduate students, visitors who are inquiring about the programs and other clients of OUS.

In conducting this study, a survey questionnaire was used. The staff of the office requested to the visiting clients to complete the survey after availing the service. After the entire survey questionnaire have been collected, the researcher used the Spreadsheet to tabulate the data.

Scale	Range	Interpretation
5	4.21 – 5.00	Extremely Satisfied
4	3.41 – 4.20	Satisfied
3	2.61 – 3.40	Neutral
2	1.81 – 2.60	Dissatisfied
1	1.00 – 1.80	Extremely Dissatisfied

Figure 1 Likert Scale Used

RESULTS on Respondents Profile

There are 127 total number of respondents who answered the “Customer Satisfaction Survey Form.” Based on the tallied results, the majority of the respondents are female with a frequency of 73 respondents or 73 percent of the total respondents.

Table 1 Gender Distribution

Gender Distribution		
Male	34	27%
female	93	73%

Majority of the respondents are from the age of 20 to 25 as shown in the table below, while only 2 percent from 50 and above.

Table 2 Age Distribution

Age Distribution		
below 20 years old	4	3%
20 to 25	43	34%
26 to 30	35	28%
31 to 35	26	20%
35 to 40	12	9%
41 to 50	5	4%
50 above	2	2%

For the client category, there are 69% of students who availed the service of OUS such as claiming of credentials and other services offered by the office, followed by the inquiries from an interested party.

Table 3 Client Category

Client Category		
Student	87	69%
Faculty	5	4%
Non-Teaching Staff	3	2%
Extension Client	0	0%
Research Client	1	1%
Interested Party	31	24%

The degree of Satisfaction on the Services Provided

The following table is the result of the degree of satisfaction. Based on the result, clients are extremely satisfied with “minimum inconvenience” with an average weighted mean of 4.30, followed by “the service requested was made available per request” with AWM of 4.25

Table 4 Satisfaction Results

Questions	WM	Interpretation
The Service provided by the office we're delivered within the minimum waiting time	3.98	Satisfied
The Services provided by the office were quick.	4.02	Satisfied
The Service Requested were made available per request	4.25	Extremely Satisfied
The Services of the needed staff were readily available	3.97	Satisfied
The Service requested were obtained with minimum inconvenience	4.30	Extremely Satisfied
The Services were made available with ease and comfort	4.18	Satisfied
Staff providers were courteous and polite in providing the requested service	4.40	Extremely Satisfied
Staff providers are friendly to the clients	4.21	Extremely Satisfied
The requested output of the services availed of was complete	4.16	Satisfied
The requested output on the services availed of was of standard quality	4.23	Extremely Satisfied
OVERALL	4.17	Satisfied

Based on the overall indicators, the clients are extremely satisfied with Convenience and Staff Attitude with AWM of 4.24 and 4.30.

Table 5 Summary of Indicators

Indicators	WM	Interpretation
Timeliness	4.00	Satisfied
Access	4.11	Satisfied
Convenience	4.24	Extremely Satisfied
Staff Attitude	4.30	Extremely Satisfied
End Results	4.20	Satisfied
OVERALL	4.17	Satisfied

The result of the study is impressive that the PSU Open University system's overall service satisfaction rating is 4.17 with "Satisfied" as an interpretation.

Recommendations from the clients

Despite the overall satisfaction rating from the clients. There is still room for improvements. Most of the recommendations of the client are

concerning the timeliness of the service, a faster service is needed to attain this indicator.

Conclusion and Recommendation

Based on the study, clients of PSU Open University Systems are satisfied with the service of the unit. The unit should find a way to maintain the good service offered by the office. The office should create an action plan and monitor the implementation of the proposed measures to

maintain the best practices provided by the office. This study should be conducted again after a few years of service to measure the satisfaction of clients in the future.

References

- [1] Why Customer Satisfaction is Important (6 Reasons). (2014, December 17). Retrieved September 26, 2017, from <http://blog.clientheartbeat.com/why-customer-satisfaction-is-important/>
- [2] Commission on Higher Education, National Higher Education Research Agenda 2.
- [3] Aldana, J. M., Piechulek, H., & Al-Sabir, A. (2001). Client satisfaction and quality of health care in rural Bangladesh. *Bulletin of the World Health Organization*, 79(6), 512-517.