CUSTOMER SATISFACTION SURVEY AMONG STUDENTS AT THE UNIVERSITY OF CEBU LAPU-LAPU AND MANDAUE COLLEGE OF NURSING (UCLM-CN) FOR THE S.Y. 2022-2023

Kingie G. Micabalo[1], Aida O. Cabasa[2], Marc Patrich R. Sanchez[3], Dr. Marcelo T. Lopez[4], Dr. Carmen P.Villarante[5]

1. College of Business and Accountancy, University of Cebu – Lapu-Lapu and Mandaue, Mandaue City, Cebu, Philippines
2. College of Nursing, University of Cebu – Lapu-Lapu and Mandaue, Mandaue City, Cebu, Philippines
3. College of Nursing, The University of Cebu Lapulapu and Mandaue, Philippines
4. Dean of the College of Nursing, The University of Cebu Lapulapu and Mandaue, Philippines
5. Dean of the College of Nursing, The University of Cebu Lapulapu and Mandaue, Philippines

ABSTRACT

Student satisfaction has long been regarded as a crucial barometer of the standard of management institutions offer in every university. Students are in the best position to determine the kinds of services that an institution will offer because they are the primary recipients of educational services. The study aims to ascertain the degree of customer satisfaction among nursing students concerning the various services offered at the UCLM. The study utilized the non-experimental descriptive-correlation research design. It formulated an aggregate of 250 student respondents on a snowball sampling technique in information gathering from the different year levels in the College of Nursing. The findings revealed that nursing students are delighted with the university's safety and security, its classrooms' standards, and its comfort rooms' use. However, the students felt less satisfied with the opportunities for extracurricular activities, the chance to work on a faculty member's research project, and the campus's free Wi-Fi availability. The study concludes that despite the level of satisfaction perceived by the students, there are still areas for improvement in the delivery of academic experience and usage of various student services. The satisfaction indexed among the students also depicts how well they will perform in their learning experiences in college. The study also concludes that the university's further empowerment among faculty members, besides the facilities being offered, can boost students' academic teaching and learning satisfaction.

CORRESPONDING AUTHOR:	RESEARCH ARTICLE
Marc Patrich R. Sanchez College of Nursing, University of Cebu Lapulapu and Mandaue, Philippines Email**:** marcpatrich02@yahoo.com	

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INTRODUCTION

Combined and presented to dominate consumer desire is referred to as customer loyalty. It is a good sign that quality student services are frequently provided if there is a generally positive interaction between the students and the institution. It is a powerful presentation method and a crucial point of differentiation for a university system in the Philippines' contemporary academic competitiveness. Fulfillment is the word that best captures the range of attitudes and emotions that customers experience when they contact university services (Hill et al., 2007).

To attract more students, universities should improve the quality of their services. To thrive in the cutthroat academic marketplace, all colleges must place a high value on the quality phenomenon. Furthermore, it has become vital to pay close attention to this matter beyond the essential priority related to quality. The justification for emphasizing quality reflects the notion that improvements may be made this way. It can be stated that universities can boost their customers' pleasure through quality procedures that may set them apart from rival institutions.

Nowadays, quality has evolved beyond the idea that colleges may perform better if they adopt quality procedures. It has instead evolved into a concept that, if not upheld, prevents the majority of institutions from existing. In other words, it has become essential for universities and their schools to include quality in their standard operating procedures to depict customer loyalty rather than just relying on circumstantial judgments.

Student satisfaction has long been considered a vital indicator of the quality of administration provided by institutions in every college on earth. Because they are the primary recipients of educational services, students are best positioned to choose the type of services their college will provide(Pamatmat, 2018). However, some school initiatives do not take understudies' needs into account. Additionally, understudies deal with various life challenges that may negatively affect how they present themselves in their academic work. The problems reflect instructors' shortcomings in classroom management, instructional strategy, and the lack of activities that support students' thorough turn of events and compelling learning tendencies (Dagdag et al., 2019).

The number of student services the school provides and how accurately the policies reflect students' preferences differ in the Philippines. Money is spent on various student services and more significant professional compensation for university lecturers to offset the cost of tuition. It is possible to evaluate an association's performance by estimating proficiency and comparing it to the international best practices standard (Castano & Cabanda, 2011).

The importance of understudies' satisfaction in advanced education writing emerged with the global advancement of higher education. Understudy-focused, "grounds atmosphere," and "instructional adequacy" factors significantly impact how satisfied an understudy is with their overall educational experience. For institutions to attract and retain understudies, they must

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recognize these factors and cater to their needs. Additionally, the primary factors determining student satisfaction were those related to teaching and learning, whereas virtual offices were the least significant(K. M. Elliott & Healy, 2001). The service-product group concept is a potent and reliable tool for a fulfillment research strategy. It disperses a university's administrative services to allow the board to direct resources to areas deemed to have high significance but low satisfaction(Douglas, 2015). Initially, industry-based fulfillment models were used to explain understudy fulfillment, and later, advanced education-based models were developed(Fernando et al., 2017).

FRAMEWORK OF THE STUDY

This investigation is anchored on the Theory of Customer Satisfaction by Philip Kotler, which expresses that satisfaction is an individual's sensations of weight or disappointment coming about because of an item's clear presentation (result) according to a person's desires. Consumer loyalty is the degree to of an individual's felt state comes about because of looking at an item's clear presentation (result) corresponding to the individual's desires (Vanitha, 2012). As per Brown & Mazzarol, (2009), understudy dependability is anticipated by understudy fulfillment, which is like this anticipated by the host college's clear picture. Of most significance was the effect of the foundation's institutional picture, which firmly anticipated apparent worth and, less significantly, understudy fulfillment. A model that was tried through the usage of underlying conditions and demonstrated that the variable that has the most impact on understudy fulfillment in advanced education is the variable – picture followed by esteem and, subsequently, quality perceived (Alves & Raposo, 2007).

Program Theory further backs the investigation, in which the hypothesis gives a lucid image of how change happens and how to improve execution. The Program Theory tells the best way to create, speak to, and use the program hypothesis mindfully and deliberately to suit a specific circumstance (Funnell, & Rogers, 2011). A program hypothesis is a bunch of unequivocal or understood suspicions by partners about what activity is needed to understand a social, instructive, or medical condition and why the difficult will react to this activity(Chen, 2012; Donaldson, 2012).

Further upheld by Action Model is a precise arrangement for orchestrating staff, assets, settings, and backing associations to arrive at an objective gathering and convey medication administrations. The activity model comprises the accompanying components: 1) executing association that surveys, improve, and guarantees its capacities: A program depends on an association to allot assets, organize exercises, and enroll, train, and direct implementers and other staff. At first, it guarantees that the executing association can actualize the program (Saunders, 2015).

The Investment Theory of understudies' fulfillment of Hatcher, Prus, Kryter, and Fitzgerald additionally bolsters the investigation where it delineated the conduct of understudies' fulfillment with scholarly execution from a speculation perspective. As per the hypothesis, the understudy sees time, energy, and exertion as speculation and looks to get back from it. As needs are, understudies will be fulfilled whenever remunerated, comparable to the speculation made (Barry & Okun, 2011). As indicated by (K. Elliott & Shin, 2014), this expresses an understudy's general fulfillment with his/her enlightening experience has customarily been estimated by a basic 'yes or no question or with one inquiry evaluating the level of by and immense fulfillment.

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Further upheld by the investigation of Paula et al. (2006), expressing that fulfillment overview is a screening instrument that distinguishes disappointed subjects. Minus any additional explanations, it is preposterous to expect to discover clients' particular issues and attempt to focus on stimulating activities. Client-explicit remedies are infrequently observed as enhancements in generally speaking fulfillment rates. As expressed by (Razinkina et al., 2018), observing understudy fulfillment with training quality has become a necessary piece of the instructive cycle not just in various European colleges. Instruction quality checking as a critical component in giving input to understudies contributes enormously to this cycle.

OBJECTIVES OF THE STUDY

The study's goal is to ascertain the degree of customer satisfaction among nursing students concerning the various services offered by Mandaue and the UCLM. It distinguishes the extent of satisfaction the understudies see in the quality of the university's education, academic experiences, and satisfaction with student services. The study seeks to recognize the respondents' age, sexual orientation, legal status, and year-level profiles. The results will serve as the basis for an action plan to further enhance student satisfaction with the quality of services offered by the university.

METHODOLOGY

This study employed a non-experimental descriptive correlation method to gauge how satisfied students are with the university's Mandaue and Lapu-Lapu campuses' range of student services.The research was conducted at the UCLM campus at A.C. Cortes Ave., Mandaue City. Online social media platforms will be leveraged to reach the desired graduate respondents for the survey. The 250 respondents of the research study were the students enrolled at the College of Nursing 1st-semester S.Y. 2022-2023, determined through Slovin's formula on a snowball sampling. The researchers adopted the University Research and Statistics Office student satisfaction survey in the questionnaire. The first part is the respondent's profile. The second part pertains to determining satisfaction in the quality of education, academic experiences, and student service satisfaction. A parameter for interpretation was used: (1) Not Satisfied, (2) Satisfied, (3) Very Satisfied. Frequency, simple percentage, and Weighted Mean and Chi-Square Test of Independence were used to treat the accumulated information. To achieve the examination study, these means were followed. Letter of purpose was routed to the Dean of the College of Nursing for the data gathering, requesting that consent direct the study and to get the complete number of understudies selected. The faculty members regulated the surveys through a google form.

RESULTS AND DISCUSSION

This section contains the findings from the survey given to respondents to get their input on the study's objectives, also known as the research questions. The first part presents the profile of the respondents. The second part presents the level of satisfaction with the various services offered by the University of Cebu Lapu-Lapu and Mandaue. Lastly, a significant relationship between the profile of the respondents and the level of satisfaction with the various services offered.

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Table 1. Profile of the Respondents

Indicators	Frequency	Percentage
A. Age		
• 18-21	193	87.30
• 22-25	26	11.80
• 26-29	1	0.50
• 30 years old and above	1	0.50
• Sd: 0.40		
• Mean: 1.14		
B. Gender		
• Male	53	24.00
• Female	168	76.00
• Sd: 0.43		
• Mean: 1.76		
C. Civil Status		
• Single	214	96.80
• Married	7	3.20
• Sd: 0.18		
• Mean: 1.03		
D. Year Level		
• 1st year	56	25.30
• 2nd year	103	46.60
• 3rd year	42	19.00
• 4th year	20	9.00
• Sd: 0.89		
• Mean: 2.12		

Table 1 presents the profile of the respondents categorized by their age, gender, civil status, and year level. It implies that respondents are of legal age, and the sample size is partitioned from the different year levels in the College of Nursing. The Data shows that 87.30 percent of the respondents aged 18 to 21 are dominated females, equivalent to 76.00 percent. The majority, or 96.80 percent of the student-respondents, are single, most of whom are from the 2nd year level.

Table 2. The Level of Satisfaction on the various Services Offered by the University of Cebu Lapu-Lapu and Mandaue Campus as perceived by Nursing Students

Indicators	Mean	Interpretation	Rank
A. Overall satisfaction with the Quality of UCLM Education			
• Safety and security of the UCLM campus	2.45	Very Satisfied	1
• Academic integrity of the campus	2.39	Very Satisfied	2
• Orientation program	2.37	Very Satisfied	3
• Formal academic experience	2.33	Satisfied	4
• Informal out-of-class experiences such as hearing speakers, student discussions	2.27	Satisfied	5

• Organized out-of-class experiences such as intramurals	2.21	Satisfied	6
Overall Aggregate Mean	**2.34**	**Very Satisfied**	

B. Current Academic Experiences with UCLM

• Quality of classroom	2.38	Very Satisfied	1
• Quality of teaching	2.35	Very Satisfied	2
• Use of technology in classes	2.35	Very Satisfied	2
• Extent through which the faculty included multicultural perspectives in their classroom presentation, assignments, or discussions.	2.34	Very Satisfied	3
• Quality of Laboratory facilities	2.31	Satisfied	4
• Enrollment process	2.29	Satisfied	5
• Opportunity to participate in a research project with a faculty member.	2.28	Satisfied	6
Overall Aggregate Mean	**2.33**	**Satisfied**	

C. Usage and satisfaction of Student Services

• Comfort Rooms	2.38	Very Satisfied	1
• DEAN's office	2.37	Very Satisfied	2
• Canteen	2.32	Satisfied	3
• Service of the University Clinic	2.32	Satisfied	3
• Service of the advising office/ guidance office	2.31	Satisfied	4
• CAD's office	2.30	Satisfied	5
• EDP	2.30	Satisfied	5
• SAO	2.30	Satisfied	5
• Campus Chapel	2.28	Satisfied	6
• Registrar's office	2.27	Satisfied	7
• Study Hall	2.25	Satisfied	8
• The Accounting section	2.24	Satisfied	9
• The Cashiers office	2.23	Satisfied	10
• Computer support facilities in the library	2.20	Satisfied	11
• Campus-free Internet connection	1.98	Satisfied	12
Overall Aggregate Mean	**2.27**	**Satisfied**	

Table 2 displays nursing students' perceptions of their level of satisfaction with the various services provided by the University of Cebu Lapu-Lapu and Mandaue Campus. These are divided into three categories: general satisfaction with the caliber of the UCLM education, current academic experiences at UCLM, and use of and satisfaction with the student services.

Regarding the overall satisfaction with the caliber of UCLM education, the indicator measuring student safety and security received the highest mean score of 2.45, translated as *Very Satisfied*. It suggests that students positively perceive the security measures put in place at various points around the campus and the massive presence of security officers, which has helped students feel at ease and content. On the other side, the indicator for planned extracurricular activities had the lowest mean of 2.21 and was classified as *Satisfied* by the students. It suggests that students do not think much about extracurricular activities outside their university classes. A culture of teaching and non-teaching services should be developed in a much broader sense at the institution.

The nursing students' perception of their present academic experience at the university, which is a measure of the quality of the classroom the institution delivers, had the highest mean of

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2.38 and was evaluated as *Very Satisfied*. It indicates that the university provides nursing students with high-quality classrooms for their instruction and study. However, the chance to work on a research project with a professor received the lowest mean of 2.28 interpreted as *Satisfactory*. It suggests that nursing students do not have the chance to conduct joint research with faculty. It implies that the department's emphasis on research needs to be strengthened, not just for the benefit of the students but also for the teachers.

Academic experience is crucial since it is closely related to the positive outcomes individuals value, claim Sisk et al. (2018). Adults with high levels of education and academic achievement are more likely to be employed, have more stable employment, and have more employment overall. The future workforce will require more outstanding education to handle the technologically demanding jobs. Therefore academic success is crucial.

Higher education institutions also have the task of improving the student experience, fostering student involvement, and gauging student satisfaction in a market that is becoming more and more competitive and student-driven. Schools should create an education roadmap, offer efficient and quick online forms to get input and use social media platforms better. Further, use a range of learning formats, and offer interactive and user-friendly alumni engagement opportunities, whether virtual or in-person(Stensaker, 2021).

On the usage and satisfaction of student services, the indicator wherein comfort rooms stationed at the university got the highest mean of 2.38 and was interpreted by the students as *Very Satisfied.* It implies that nursing students were able to use the said facility on top of their expectations and satisfaction. It is evident also that they are satisfied with this facility offered by the university. On the contrary, the indicator in which the campus offers free internet connection got the lowest mean of 1.98, although interpreted by the students as *Satisfied.* It means that although the university offers it, students need more of this service now that we live in a highly modernized and digital-capacitated era.

It was further backed by (Crossley & Sprague, 2014), who claimed that having access to the Internet is essential for realizing the future vision that the world has committed to by the year 2030. Numerous avenues exist for raising educational standards. As a result, there are more learning opportunities inside and outside the classroom. It opens doors to many knowledge, information, and educational resources. Furthermore, for an internet connection to be worthwhile, it must be inexpensive for both schools and individuals, and teachers and students need to develop digital literacy to make the most of it (Hawkins, 2002)

Table 3. Summarized Data on the Level of Satisfaction with the various Services Offered

Variables	Mean	Interpretation	Rank
A. Overall satisfaction with the quality of UCLM education	2.34	Very Satisfied	1
B. Current Academic Experiences with UCLM	2.33	Satisfied	2
C. Usage and satisfaction of student services	2.27	Satisfied	3
Overall Aggregate Mean	**2.31**	**Satisfied**	

The compiled information on the degree of satisfaction with the various services provided by the UCLM Campus is shown in Table 3. The data showed that nursing students are delighted with the university's overall level of instruction. However, nursing students had a Satisfied

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perspective of their present academic experiences and the use and contentment of the numerous student services.

It suggests that to show the highest level of satisfaction in the nursing department, the university must support students' academic experiences and the use of student services. According to Micabalo et al. (2020), a university should consider student happiness when determining productivity and adequacy.

Table 4. The significant relationship of variables
$(\propto = 0.05)$

Variables	Computed Chi-Square	df	Critical Value	Significance	Result
A. Age					
• Overall satisfaction with the quality of UCLM education	43.469[a]	36	50.998	Not Significant	Ho Accepted
• Current Academic Experiences with UCLM	38.949[a]	42	58.124	Not Significant	Ho Accepted
• Usage and satisfaction of student services	93.447[a]	84	106.395	Not Significant	Ho Accepted
B. Gender					
• Overall satisfaction with the quality of UCLM education	19.675[a]	12	21.026	Not Significant	Ho Accepted
• Current Academic Experiences with UCLM	25.375[a]	14	23.685	Significant	Ho Rejected
• Usage and satisfaction of student services	35.385[a]	28	41.337	Not Significant	Ho Accepted
C. Civil Status					
• Overall satisfaction with the quality of UCLM education	20.983[a]	12	21.026	Significant	Ho Rejected
• Current Academic Experiences with UCLM	23.243[a]	14	23.685	Significant	Ho Rejected
• Usage and satisfaction of student services	38.782[a]	28	41.337	Not Significant	Ho Accepted
D. Year Level					
• Overall satisfaction with the quality of UCLM education	29.251[a]	36	50.998	Not Significant	Ho Accepted
• Current Academic Experiences with UCLM	59.200[a]	42	58.124	Significant	Ho Rejected
• Usage and satisfaction of student services	123.110[a]	84	106.395	Significant	Ho Rejected

The information in Table 4 shows the statistically significant correlation between the respondents' profiles and their satisfaction with the various services provided by UCLM. The information showed a beneficial relationship between academic experiences and the gender, civil status, and year level of nursing students. Additionally, a student's civil status and satisfaction with the quality of their education are associated. The research suggests that the university should take a variety of things into account when providing academic experiences and a high standard of instruction in the College of Nursing. It suggests that the respondents' demographic makeup directly affects how they perceive satisfaction.

According to Al-Sheeb & 1 Abdel Magid Hamouda(2020), student judgments in the academic, social, and ecological spheres were correlated with generally satisfying results from the

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school perspective. When the courses made it easier for them to adjust to school life, helped them participate in social and educational activities, boosted their motivation, and enhanced their cognitive abilities, the students were satisfied with the potential of their experience.

CONCLUSION

When assessing a university's effectiveness and productivity, student satisfaction should be taken into consideration. A student's academic success and how much they enjoy college are impacted by it. The results of this study showed that nursing students are delighted with the standard of instruction provided by the university. However, they reported being satisfied with their current academic experiences and how they used and perceived the numerous available student services. The study also found that nursing students are delighted with the university's safety and security, the standard of its classrooms, and the use of its comfort rooms. However, the students felt less satisfied with the opportunities for extracurricular activities, the chance to work on a faculty member's research project, and the campus's free Wi-Fi availability. The study concludes that despite the level of satisfaction perceived by the students, there are still areas for improvement in the delivery of academic experience and usage of various student services. The satisfaction indexed among the students also depicts how well they will perform in their learning experiences in college. The study concludes that the university's further empowerment among faculty members, besides the facilities being offered, can boost students' academic teaching and learning experiences.

RECOMMENDATION

Based on the result, the researchers proposed the following:

1. The nursing department must be mandated in some way to take part in extracurricular activities outside of what is taught in the classroom, including but not limited to intramural competitions. To foster a culture of teaching and non-teaching services among students, teachers must also find extracurricular activities related to their specific subjects inside and outside the university premise.

2. The College of Nursing Department and the University Research Office (URO) should offer more tools and resources to maximize the chance of faculty and student cooperation on a research project.

3. The teaching staff should also make time to engage students in research-related activities as part of their teaching and learning processes to foster a culture of research in the department.

4. The institution should improve internet connectivity across the board, not just for the nursing department, to ensure everyone has the best possible access to the information they need to further their academic careers.

5. Other variables not taken in this study could be examined as a recommendation for further studies exploring the factors affecting customer satisfaction among university students.

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