

1 **Students Satisfaction Survey of the Tarlac Agricultural University:**
2 **Basis in the Preparation of Action Plan**

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5 Noel J. Petero¹, Milani C. Petero¹, Leslie C. Lopez², Orlando H. Locading Jr.³,
6 Frederick G. Hilario⁴, Micheal N. Consul⁴, Reymart B. Corpuz⁴
7 Tarlac Agricultural University, Philippines

8 njpetero@gmail.com
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12 The study aimed to determine the degree of students' satisfaction with the services
13 provided by the Tarlac Agricultural University (TAU) in terms of academic advising,
14 campus life, service excellence, facilities, and instructional effectiveness. The study also
15 determined the level of satisfaction or dissatisfaction of students in the different
16 offices/units on the services they offer. The researchers used a modified questionnaire
17 from the study of Tuga (2010). It was found that TAU students were generally **satisfied** in
18 the following areas: academic advising, campus life, service excellence, facilities, and
19 instructional effectiveness. Despite the few comments/suggestions on the services
20 provided by the different offices/units, the students were also generally **satisfied** with the
21 services offered by the different offices/units of the University. Therefore, TAU should keep
22 its commitment to academic excellence and quality education. It should continue to
23 implement innovative programs and activities in all its services.

24 **Keywords:** satisfaction, services, TAU, students, quality education, commitment
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28 **INTRODUCTION**

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30 Tarlac Agricultural University (formerly Tarlac College of Agriculture), in its vision
31 to become one of the top 500 universities in Asia, has to do its best to advance not only
32 the quality education it offers, but also its infrastructure, laboratories, facilities, including
33 delivery of services, to satisfy the needs of the students (as primary stakeholders) and to
34 gain competitive advantage with other higher education institutions in the Philippines and
35 the world. The University has to take further initiatives to improve student life and learning
36 quality.

37 One of the continuing efforts of the TAU administration is to gather
38 comments/feedback (*through its Client Feedback Form*) from stakeholders that will serve
39 as inputs to improve the programs and services of the University. To gather more
40 comprehensive feedback on a wide range of college experiences and assess students'
41 satisfaction, a satisfaction survey is essential. Students, as primary stakeholders, are
42 selected to give feedback because they are viewed as "very important
43 clientele/consumers who have a choice about whether to invest in education and where
44 to enroll and also seen as individuals who have definite expectations from their college
45 experience" (Tuga, 2010). From this viewpoint, satisfaction is achieved when an institution
46 meets or exceeds an expectation.

47 Generally, the areas of expectations are as follows: academic advising
48 effectiveness, campus climate, campus life, campus support services, concern for the
49 individual, instructional effectiveness, recruitment and financial aid effectiveness,
50 registration effectiveness, responsiveness to diverse populations, safety and security,
51 service excellence, and student-centeredness.

52 The results of this satisfaction survey may serve as bases for strategic action
53 planning, strengthening/enhancing student retention programs, satisfying
54 accreditation/assessment requirements, identifying the strengths and weaknesses for
55 institutional modernization and marketing, and chartering future directions for the
56 attainment of the University's vision, mission, and goals (Schertzer & Schertzer, 2004).

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59 **Objectives of the Study**

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61 This study was conducted to gauge how satisfied the students were with the
62 services provided by Tarlac Agricultural University.

63 Specifically, the study has the following objectives:

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65 1. describe the degree of satisfaction of students with the following services
66 offered by the Tarlac Agricultural University in terms of the following areas:

67 1.1 academic advising;

68 1.2 campus life;

69 1.3 service excellence;

70 1.4 facilities; and

71 1.5 instructional effectiveness; and

72 2. propose a plan of action to address the student's concerns and concurrently
73 improve further the delivery of the Tarlac Agricultural University services.

74

75 **Significance of the Study**

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77 This study encourages the primary stakeholders, particularly the students, to
78 provide comments/reactions on the services offered by Tarlac Agricultural University. The
79 findings of the study will serve as the bases for improving its programs and services to
80 ensure quality and excellence. The survey data may also guide the decision-makers and
81 administrators to develop an in-depth understanding of students as critical consumers in
82 order to meet their needs more effectively. This satisfaction survey may also provide
83 insights as to how “institutional quality and reputation” is perceived by different
84 stakeholders to create a more sustainable campus environment (Elliott & Shin, 2002).

85

86 **Scope and Limitation of the Study**

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88 This study was limited in determining the degree of satisfaction of undergraduate
89 students (all programs from first year to sixth year) and laboratory high school students of

90 the Tarlac Agricultural University in the following areas: academic advising, campus life,
91 service excellence, facilities, and instructional effectiveness.

92 This study was conducted during the school years 2016-2017 and 2017-2018.

93

94 **METHODOLOGY**

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96 This chapter presents the research design, locale of the study, respondents, data
97 gathering procedure and instruments, and data analysis.

98

99 **Research Design**

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101 This study utilized the descriptive-survey research design to determine the degree
102 of satisfaction of students with the services provided by the institution. In order to enhance
103 or validate the findings, the students were also asked to give their
104 comments/suggestions/reactions and their problems encountered during their stay in
105 TAU.

106

107 **Locale of the Study**

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109 This study was conducted at the Tarlac Agricultural University during the school
110 years 2016-2017 and 2017-2018. The students are the reasons for a university's
111 existence. Thus, a student satisfaction survey on a more expanded scale shall be
112 conducted periodically (every five years) using the Online Satisfaction Survey
113 (www.tau.edu.ph) to ensure that TAU students receive the quality services and education
114 they deserve.

115

116 **Respondents of the Study**

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118 There were only 2,201 (about 50% of the total population, randomly chosen)
119 laboratory high school and undergraduate students of the Tarlac Agricultural University
120 who responded to the initial implementation of the Students Satisfaction Survey the during
121 the school years 2016-2017 and 2017-2018. To encourage more students to participate

122 in the survey, the Planning and Development Office developed an Online Students
123 Satisfaction Survey at www.tau.edu.ph. This developed system shall be used in
124 succeeding school years.

125

126 **Data Gathering Procedure**

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128 Prior to the conduct of data gathering, the researchers asked permission from the
129 University President (thru the Vice President for Academic Affairs and Deans of Colleges)
130 to distribute the questionnaire to all students from the different colleges. During the data-
131 gathering process, the students were requested to answer the questionnaire during their
132 vacant time. They were also asked to undergo an interview when necessary.

133

134 **Data Gathering Instrument**

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136 This study used an instrument adapted from the study of Mancao (2005), as cited
137 by Tuga (2009). The instrument of Tuga (2009) was modified to assess the students'
138 satisfaction in six (6) areas: academic advising, campus life, service excellence, facilities,
139 and instructional effectiveness.

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141 **Data Analysis**

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143 This study used simple frequency, percentages, and weighted means to describe
144 the sample respondents and their perception/satisfaction with the programs and services
145 of the Tarlac Agricultural University.

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154 **REVIEW OF RELATED LITERATURE AND STUDIES**

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156 This chapter discusses a review of related literature and studies, both local and
157 foreign, which contain facts and information on the research problem at hand. It also
158 provides explanations and logical connections between previous research and the present
159 work.

160
161 According to Kanwar et al. (2022), students are the direct recipients of the service
162 provided by a university. Student satisfaction is considered an important issue and
163 concern to be addressed by universities. The main objective of conducting a satisfaction
164 survey is to maximize student satisfaction, minimize dissatisfaction, and in turn, improve
165 the institution's performance.

166 According to Wilkins (2013), "students are the important internal judges of
167 performance of any higher education institution (HEI)". Student satisfaction surveys are
168 important and help the HEI improve and adjust accordingly in the landscape of higher
169 education.

170 Elliot and Healy (2001) explained that students' satisfaction is considered a short-
171 term attitude resulting from an evaluation of a students' educational experiences.

172 A study by Ideris (2016) found that service quality was one of the most important
173 criteria for measuring consumer satisfaction. This concerned not only with how a service
174 is being delivered but also with the quality of output they received. A positive perception
175 of an institution's service quality occurs when it exceeds customers' expectations. The
176 study further explained that the following are the attributes of service quality: tangible,
177 reliable, responsive, assurance, and empathy.

178 The study by Roslina (2009) determined the level of satisfaction among the 51 UUM
179 students towards the facilities provided such as the sports facilities, accommodation, and
180 bus transportation out of all the university facilities. The findings showed that the levels of
181 satisfaction among students were mixed. However, the majority of students were satisfied
182 with the facilities provided by the university. The findings of this study would help the
183 company or organization of the university in improving the services provided to the
184 students in achieving the students' satisfaction due to the evaluation of satisfaction level
185 for every variable (facilities).

186 The literature on customer satisfaction is rich, but in higher education research, the
187 focus has often been on assessing the link between teaching quality/learning outcomes
188 and student satisfaction. Student evaluation surveys are generally used to provide
189 feedback to teachers, as a development tool, and to measure teaching effectiveness to
190 help managers make decisions about employee retention, reward, and promotion (Marsh,
191 1987). However, Nasser and Fresko (2002) found that less than 10 percent of lecturers
192 made major changes to their teaching as a result of student evaluations.

193

194 **RESULTS AND DISCUSSION**

195

196 This chapter presents the discussion and interpretation of the results of the
197 analysis. It contains the following: 1) the degree of satisfaction of students with the
198 services offered by the TAU, and 2) a proposed action plan to address the concerns of
199 the students and to further improve the delivery of services of the Tarlac Agricultural
200 University.

201

202 **Degree of Satisfaction of Students on the Services Offered by the TAU**

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204 Determining the feedback of students with regard to the services offered by the
205 University is an essential input in improving its programs and services. This feedback will
206 be the University's basis for preparing the action plan.

207

208 **Academic Advising**

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210 Academic advising refers to the comprehensiveness of the academic advising
211 program, evaluating advisers' knowledge, competence, approachability, and personal
212 concern for students (O'Banion, 1972).

213 Table 1 presents the degree of satisfaction of students of Tarlac Agricultural
214 University in terms of academic advising. Generally, the respondents were **satisfied** with
215 academic advising (overall mean = 3.42). It means that the students found their academic
216 advisers approachable, concerned about their success as an individual, always available

217 for consultation, and knowledgeable about their requirements and research topic. This
 218 result conforms with the findings of Mancao (2005)
 219 and Tuga (2010) in which the students of Philippine Normal University also found their
 220 academic advisers approachable, concerned about their success in school, and
 221 knowledgeable.

222

223

224 **Table 1.** Academic Advising

STATEMENTS	Mean	Verbal Description
My academic adviser is approachable.	3.57	VS
I feel that my academic adviser is concerned about my success as an individual.	3.50	VS
My academic adviser is knowledgeable about the requirements of my studies/major.	3.51	VS
My academic adviser regularly updates me on college/university activities and events.	3.29	S
My academic adviser regularly meets the class for homeroom advising.	3.36	S
I can approach my academic adviser for any problem.	3.36	S
My academic adviser is usually available for consultation.	3.36	S
Overall	3.42	S

225 Legend: 3.50 – 4.00 – Very Satisfied (VS); 2.50 – 3.46 – Satisfied (S); 1.50 – 2.49 –
 226 Dissatisfied (D); 1.00 – 1.49 – Very Dissatisfied (VD)

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228 **Campus Life**

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230 Campus life measures the extent to which TAU provides experiences that promote
 231 a sense of campus pride and belonging to assess campus policies and procedures to
 232 determine students' perceptions of their rights and responsibilities.

233 Table 2 presents the degree of satisfaction of students in terms of campus life.
 234 It is interesting to note that the statement "TAU has a good reputation" got the highest
 235 satisfaction level, 3.66 or **very satisfied**, followed by the statement "I enjoy being

236 a student in TAU” (mean = 3.58, **very satisfied**). Then, the statement “I feel a sense of
237 belonging in TAU” has the third highest satisfaction rating (mean = 3.50, **very**
238 **satisfied**). In connection with the findings above, the students believed that TAU has a
239 good reputation; thus, they are very proud of TAU, and they enjoy the experience of being
240 students of the University. These may be the main reasons why students enroll in the
241 University.

242 Although the students were generally **satisfied** with their campus life in the
243 University (overall mean = 3.34), it is essential to note that the respondents rated the
244 statements "Channels for expressing student complaints are readily available" and
245 "Student disciplinary procedures are fair," with the lowest satisfaction ratings. The results
246 revealed that the students were not able to express their complaints/grievances. Also,
247 they felt that they were not treated fairly in terms of student discipline. In their
248 comments/suggestions, some respondents deliberately complained about the unfair
249 treatment they received from their instructors/professors, security guards, and other
250 university officials. The same items/statements were rated lowest in Mancao (2005) and
251 Tuga’s (2010) studies. However, the code of conduct and discipline in the University Code
252 / Student Handbook outlines the functions and processes of the committee on discipline,
253 grievances, and complaints.

254

255 **Service Excellence**

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257 Service Excellence refers to the quality of support programs and services students
258 utilize to achieve their academic goals. It also measures the areas on the campus where
259 quality service and personal concern for students are rated most and least favorably.

260 Table 3 presents the degree of satisfaction of students in terms of service
261 excellence. Generally, the students were **satisfied** with the quality of support programs
262 and services provided by the University (overall mean = 3.28). It means that the quality of
263 support programs and services the University provides are useful in achieving students'
264 academic goals.

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268 **Table 2.** Campus Life

STATEMENTS	MEANS	VERBAL DESCRIPTION
TAU has a good reputation.	3.66	VS
I feel safe and secure on the campus.	3.38	S
The campus is well-maintained.	3.23	S
I feel a sense of pride about TAU.	3.46	S
I feel a sense of belonging at TAU.	3.50	VS
I enjoy being a student at TAU.	3.58	VS
University / College regulations are reasonable.	3.26	S
There is a strong commitment to justice and harmony in TAU.	3.29	S
TAU students are generally academically honest.	3.15	S
The student handbook provides helpful information about campus life.	3.30	S
Freedom of expression is encouraged at TAU.	3.24	S
Channels for expressing student complaints are readily available.	3.13	S
Student disciplinary procedures are fair.	3.14	S
A variety of co-curricular and extra-curricular activities are offered.	3.31	S
Males and females have equal opportunities to participate in intercollegiate athletics, cultural activities, and many others.	3.46	S
Contests and events among universities and colleges contribute to a strong sense of TAU spirit.	3.47	VS
New student orientation services help students adjust to high school/college/graduate life.	3.43	S
I am well-informed about the activities on the campus	3.19	S
I can actively participate in campus organizations and activities.	3.19	S
Overall	3.34	S

269 Legend: 3.50 – 4.00 – Very Satisfied (VS); 2.50 – 3.46 – Satisfied (S); 1.50 – 2.49 –
 270 Dissatisfied (D); 1.00 – 1.49 – Very Dissatisfied (VD)

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276 **Table 3.** Service Excellence

STATEMENTS	MEANS	VERBAL DESCRIPTION
The amount of tuition paid is worth the education I am getting at TAU.	3.51	VS
Tuition and other fees are reasonable.	3.34	S
Class change (drop/add) policies are reasonable.	3.34	S
I am able to enroll in classes without many hassles.	3.15	S
Class schedules are reasonable.	3.30	S
The “no noon break” policy in frontline offices is implemented.	3.14	S
The citizen's charter in each office is strictly followed.	3.35	S
The administrative offices are open during hours that are convenient for most students.	3.19	S
The Office of Student Services and Development responds well to students' unique needs and requests.	3.42	S
The counseling staff cares about students as individuals.	3.42	S
Financial aid/awards/scholarships are announced to students on time.	3.24	S
The university provides a comfortable waiting area during enrolment.	3.03	S
I can buy school supplies at the university.	3.31	S
I can easily borrow audio-visual equipment for class lessons/lectures.	3.33	S
Staff in the administrative services are helpful and accommodating.	3.21	S
Staff in the administrative services are competent.	3.20	S
Staff in the administrative services are approachable.	3.24	S
Administrators are approachable and friendly to students.	3.31	S
Administrators are concerned about the welfare of the students.	3.22	S
Administrative offices are well-labeled.	3.44	S
Overall	3.28	S

277 Legend: 3.50 – 4.00 – Very Satisfied (VS); 2.50 – 3.46 – Satisfied (S); 1.50 – 2.49 –
 278 Dissatisfied (D); 1.00 – 1.49 – Very Dissatisfied (VD)

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 280
 281 The respondents rated the statement “The amount of tuition paid is worth the
 282 education I am getting in TAU” with the highest satisfaction rating (3.51 or **very satisfied**).

283 All colleges except the College of Engineering and Technology rated the statement **very**
284 **satisfied**. On the other hand, the respondents rated the statements "The University
285 provides comfortable waiting area during enrolment," "The 'no noon break' policy in
286 frontline offices is implemented," and "I am able to enroll for classes without many hassles"
287 with the lowest satisfaction ratings. With these results, the respective colleges and the
288 whole University must strategize to improve the enrolment process/system further. The
289 University has to strictly implement also the "no noon break policy" as provided in the Anti-
290 Red Tape Act of 2017 (ARTA Law).

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292

293 **Facilities**

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295 Facilities refer to those directly bearing on the teaching and learning process, such
296 as library, canteen/cafeteria, sports, medical and dental, housing, classrooms, and the
297 equipment in them.

298 Table 4 presents the degree of satisfaction of students in terms of the facilities of
299 the University. Generally, the students were **satisfied** with the facilities of the University
300 (overall mean = 3.04). This result conforms to the findings of Roslina's (2009) study "A
301 Descriptive Study on Students' Satisfaction towards the Services Provided by Universiti
302 Utara Malaysia." The statement "The library is well-maintained and conducive for
303 studying" had the highest satisfaction rating (3.33 or **satisfied**). With the positive
304 atmosphere of the library, many students will likely visit the library, study well, and do
305 assignments and research efficiently.

306 The statements "Laboratories (science, computer, speech, etc.) are adequately
307 equipped and accessible" and "Housing facilities are clean and comfortable" also got the
308 second and third lowest satisfaction ratings, respectively. Improvement of laboratories and
309 housing facilities are two of the University's top priorities in the next two to three years.

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315 **Table 4. Facilities**

STATEMENTS	MEANS	VERBAL DESCRIPTION
Library materials and books help me accomplish my classwork.	3.25	S
The library is well-maintained and conducive to studying.	3.33	S
Library, athletic, cultural & medical fees are put to good use.	3.29	S
There is an adequate selection of food and drinks available in the canteen/cafeteria.	3.14	S
Food and drinks in the canteen/ cafeteria are affordable.	2.61	S
The canteen/ cafeteria in the university is well-maintained.	2.86	S
Laboratories (science, computer, speech, etc.) are adequately equipped and accessible.	2.78	S
Sports facilities and equipment are accessible.	2.98	S
Medical and dental facilities and supplies are readily available.	3.06	S
Housing facilities are enough to accommodate students who live far from TAU.	3.14	S
Housing facilities are clean and comfortable.	2.93	S
Housing facilities are affordable.	3.03	S
Classrooms are clean and provide a comfortable learning environment.	3.02	S
There is an adequate water supply in the university.	3.09	S
Toilets/comfort rooms are clean.	2.97	S
The university has enough places where students may spend their leisure time.	3.12	S
Overall	3.04	S

316 Legend: 3.50 – 4.00 – Very Satisfied (VS); 2.50 – 3.46 – Satisfied (S); 1.50 – 2.49 –
 317 Dissatisfied (D); 1.00 – 1.49 – Very Dissatisfied (VD)

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320 **Instructional Effectiveness**

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322 Instructional effectiveness measures students’ academic experience, the
 323 curriculum, faculty expertise, and the campus’ commitment to academic excellence.

324 **Table 5.** Instructional Effectiveness

STATEMENTS	MEANS	VERBAL DESCRIPTION
The content of the courses offered in the program is valuable.	3.62	VS
There is a commitment to academic excellence at TAU.	3.43	S
The number of students in a class is acceptable.	3.42	S
The faculty are knowledgeable in their field.	3.41	S
The faculty provides prompt feedback to students on their class requirements, tests, and projects.	3.49	S
The instruction I receive in my classes is useful and valuable.	3.59	VS
I am able to experience intellectual growth here.	3.30	S
Class requirements are clear and reasonable.	3.04	S
The faculty members are approachable and available for consultation.	3.20	S
The faculty treats students fairly.	3.28	S
Part-time / Contract of Service faculty are competent as classroom instructors.	3.35	S
Overall	3.38	S

325 Legend: 3.50 – 4.00 – Very Satisfied (VS); 2.50 – 3.46 – Satisfied (S); 1.50 – 2.49 –
 326 Dissatisfied (D); 1.00 – 1.49 – Very Dissatisfied (VD)

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 328
 329 Table 5 presents the degree of satisfaction of students in terms of instructional
 330 effectiveness.

331 With an overall mean of 3.38, the students were generally **satisfied** with
 332 instructional effectiveness at the University. It means that the students are satisfied with
 333 the quality of their academic experience at the University. They believe that the content of
 334 the courses offered in the program and the instruction they received are useful and
 335 valuable. They also believe that TAU still upholds its commitment to academic excellence
 336 and that the faculty members have experience in their respective fields.

337 The statements “The content of the courses offered in the program is valuable” and
 338 “The instruction I receive in my classes is useful and valuable” had the highest satisfaction
 339 ratings. Students were **very satisfied** with the courses the University was offering and

340 also with the instruction they received in their classes. They feel that the instruction they
 341 receive and the contents of the courses in the program are valuable. On the other hand,
 342 the statements "Class requirements are clear and reasonable" and "The faculty members
 343 are approachable and available for consultation" got the lowest satisfaction ratings in
 344 instructional effectiveness. Though faculty members are required to have a consultation
 345 period, students still believe they cannot always avail of the consultation time from their
 346 instructors/professors.

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349 **Proposed Action Plan to Further Improve the Delivery of Services of the Tarlac**
 350 **Agricultural University**

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352 Table 6 presents the proposed action plan based on the results of the study to
 353 improve further the delivery of services provided by the University.

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356 **Table 6.** Proposed Action Plan to Further Improve the Delivery of Services Provided by
 357 the TAU

Low Satisfaction / Problems	Objective/S	Programs /Projects /Activities	Expected Output	Person(S) Or Unit(S) Responsible	Schedule	Estimated Budget
Academic Advising						
*My academic adviser regularly updates me on University / College activities and events.	Intensify the information dissemination to all students regarding University / College activities and events.	Establish a functional "Information Bulletin Board" to post all activities and events of the College as well as the University in a conspicuous place. Maximize the use of the Facebook Page of each of the colleges/departments The University will maximize the use of the Facebook Page, TAU website, LED Board, and the Smart Infocast in disseminating information.	Well-informed students of all University / College activities and announcements.	Office of the University President, Vice President for Academic Affairs (VPAA), Planning & Development Office (PDO), Committee on Publication and Public Affairs	Year-round	

**Some teachers are judgmental and bear false witness.	Capacitate teachers on dealing with and handling students.	Conduct at least one seminar/training on values and personality development.	More harmonious relationships between the faculty and students.	VPAA, Office of Student Services and Development (OSSD), All Colleges, Human Resource Management Office (HRMO), Department of Extension & Training (DET)	Once every semester	
Campus Life						
*Channels for expressing student complaints are readily available.	Address complaints/grievances of students immediately	Prepare a flowchart/procedure to address complaints and disseminate it to all students. Establish an "Online Freedom Board" to allow students to express their complaints/grievances. Assign Officer of the Day in the OSSD and in all colleges to cater to all students at all times. Adopt the Syllabus Implementation Monitoring System (SIMS) as soon as possible.	Complaints and grievances of students will be acknowledged and addressed by the proper unit/person immediately.	All Colleges, OSSD, PDO	Year-round	
*Student disciplinary procedures are fair.	Ensure fair and objective execution of disciplinary measures.	Always use the TAU Code and/or Student Handbook as guides when making decisions for offenders (students who disobey rules observed in the university).	Fair and objective execution of disciplinary measures.	SSD Chair of Colleges, OSSD, members of the Student Discipline Board	Year-round	
*TAU students are generally academically honest. **There must be strict punishment	Ensure that all students are not cheating during examinations / copying articles/projects from others.	Strictly monitor the administration of paper and pencil tests during examinations. If feasible, prepare Set A and Set B exams, especially for	Students do not cheat during examinations and/or not copying articles/projects from others.	All faculty, SSD Chair, OSSD	Year-round	

for cheating students.		<p>those with more than 40 students in a class.</p> <p>If possible, use the "plagiarism check" to monitor students who are copying articles/projects from the internet.</p> <p>Strictly implement the rules or sanctions on dishonesty or cheating during examinations.</p>				
**Add more recreational places in the University.	Encourage students to develop new talents/skills and make them more health conscious.	Establish "Health Zones" in the University (darts area, table tennis, chess/dama tables, etc.)	<p>Intensified sports program of the University for the employees and students.</p> <p>More students are involved in outdoor/indoor activities.</p>	Office of Sports and Sociocultural Development (OSScD), All Colleges, OSSD	Year-round	
Service Excellence						
<p>* The University provides a comfortable waiting area during enrolment.</p> <p>I am able to enroll in classes without many hassles.</p> <p>Slow processing of documents and unfriendly staff during enrolment. Enrolment procedure is not systematic.</p>	<p>Ensure fast and systematic enrolment processing.</p> <p>Provide a comfortable/conducive waiting area during enrolment.</p> <p>Ensure more friendly and approachable staff during enrolment.</p>	<p>Establish a system for online enrolment.</p> <p>Intensify the campaign on the use of online payment thru the Land Bank of the Philippines.</p> <p>Provide more electric fans during enrolment and/or provide a large comfortable/airconditioned room as a waiting area.</p> <p>Conduct seminars or counseling to all frontline service providers of the university.</p>	<p>Fast and hassle-free enrolment</p> <p>Comfortable / Conducive waiting area during enrolment</p> <p>More friendly and approachable staff during enrolment</p>	VPAA, Office of Admission and Registration Services (OARS), OSSD, Accounting Office, Cashier's Office, Director for Administration, Director for Finance	During enrolment	
*The "no noon break" policy in frontline offices is implemented.	Ensure that the "no noon break" policy is implemented.	Implement flexi-time/rotation of employees.	There will always be employee/s available from 7:30 in the morning up to 5:00 o'clock in the afternoon.	Frontline service providers of the university	Year-round	
Facilities						

<p>*Foods and drinks in the canteen/cafeteria are affordable. (**Foods and drinks are over-priced.)</p> <p>*The canteen/cafeteria in the university is well-maintained.</p> <p>*There is an adequate selection of food and drinks in the canteen/cafeteria. (**<i>Paulit-ulit ung food sa canteen.</i>)</p>	<p>Ensure that foods and drinks are affordable and canteens/cafeterias are safe and well-maintained.</p>	<p>Strict monitoring of all commissaries in the university. "Healthy" snacks should also be required to be served.</p> <p>Implement disciplinary measures for those who are not following regulations/orders.</p>	<p>Foods and drinks are affordable.</p> <p>Safe and well-maintained canteen/cafeteria.</p> <p>Well-monitored canteen/cafeteria.</p>	<p>OSSD</p> <p>Auxiliary Services</p> <p>Medical and Dental Clinic</p>	<p>Year-round</p>	
<p>*Laboratories (science, computer, speech, etc.) are adequately equipped and accessible. (**Repair / Buy more ICT facilities and equipment. **The computer laboratories (formerly Main Library) are not properly maintained; not conducive for learning. <i>Super init. Sana maitransfer sa mas magandang location.</i>)</p>	<p>Ensure that laboratories are well-maintained.</p> <p>Establish a well-equipped and functional laboratories for all courses with lab.</p>	<p>Repair of existing facilities and equipment.</p> <p>Purchase additional facilities and equipment as required by CMOs, assessment and/or accreditation.</p> <p>Hire additional manpower to maintain the laboratories.</p>	<p>Well-maintained, well-equipped and functional laboratories</p>	<p>Vice President for Finance and Administration (VPFA), Director for Administration, HRMO, Deans of Colleges and Chairs of Academic Departments, In-charge of laboratories, PDO</p>	<p>Year-round</p>	
<p>*Sports facilities and equipment are accessible.</p>	<p>Ensure that sports facilities and equipment can be used anytime by students / athletes.</p>	<p>Procurement of additional sports equipment and facilities.</p> <p>Establish a big room / office for the sports facilities and equipment so that students / athletes can easily use them when needed.</p>	<p>Well-equipped and accessible room / space for the sports facilities and equipment.</p>	<p>OSScD</p>	<p>Year-round</p>	

*Medical and dental facilities and supplies are readily available.	Ensure that medical and dental facilities and supplies are always available.	Procure additional facilities and supplies for the Medical and Dental Clinic. Prepare and strictly implement schedule of medical and dental examinations.	The Medical and Dental Clinic has available facilities and supplies. Well-prepared and well-implemented schedule of medical and dental examinations.	Medical and Dental Clinic	Year-round	
*Housing facilities are enough to accommodate students who live far from TAU. *Housing facilities are clean and comfortable. *Housing facilities are affordable.	Provide additional housing facilities (that is affordable) to house more students who live far from the university. Ensure maintenance of cleanliness of the housing facilities. Provide a safe and more comfortable place for the students to live in.	Construction of additional dormitories/housing for students. Repair the dormitories/housing facilities in order to have a more comfortable place for the students living in the place. Intensify the maintenance of cleanliness and orderliness of the dormitories/housing facilities through the help of the M/FDO. Conduct a regular contest like "Cleanest/Most Orderly Room".	More housing facilities for students that are affordable. Safe, well-maintained and comfortable dormitories/housing facilities.	OSSD, Housing / Dorm In-charge	Year-round	
*Classrooms are clean and provide a comfortable learning environment.	Provide the students comfortable learning environment.	Intensify the maintenance of cleanliness and orderliness of the classrooms through the College Student Council / Supreme Student Council. Conduct weekly contest like Most Orderly / Cleanest Classroom". Strictly implement the ESWM program of the university; penalize students as well as employees violating ESWM rules and regulations.	Presentable, orderly and conducive classrooms (learning environment).	All Colleges	Year-round	
*There is an adequate water supply	Provide a clean / safe and adequate water	Conduct regular inspection of water supply.	Safe and adequate supply of water for drinking.	All Colleges, General Services,	Year-round	

in the university.	supply in the university.	Ask the help of the PTCA to provide more drinking water for the students. Establish additional drinking fountain in all the colleges.		VPFA		
*Toilets / comfort rooms are clean. **Maintain cleanliness of the comfort rooms. **Lack of water in comfort rooms.	Maintain cleanliness of the comfort rooms. Provide adequate water supply in all comfort rooms.	Close monitoring on the cleanliness of the comfort rooms. Put-up additional water impounding system in each of the colleges / departments.	Hygienic and clean comfort rooms	VPFA, General Services	Year-round	
**Improve maintenance services of basic facilities and equipment. **Replace or replace non-functional electric fans, water faucets, toilet bowls, urinals, classroom doors and windows, chairs and tables.	Strengthen /Intensify the repair and maintenance services of the university.	Prepare and implement a comprehensive plan for the repair and maintenance of buildings, facilities and equipment of the university. Regular conduct of maintenance in all basic facilities and equipment of the university.	Well-maintained buildings, facilities and equipment of the university	VPFA, General Services	Year-round	
**Buy more books/journals in the library.	Provide students with relevant and up-to-date books, journals and other reading materials.	Purchase additional relevant and up-to-date books and journals in the library.	Comprehensive and Well-equipped Library Sufficient books/resource materials to students	VPAA, VPFA, Director of Curriculum and Instruction	Year-round	
Instructional Effectiveness						
*Class requirements are clear and reasonable.	Ensure that class requirements given by the faculty are clear and reasonable	All faculty members should implement approved course syllabi in all courses taught to ensure that course requirements are clear and reasonable.	Reasonable and clear class requirements.	VPAA, Deans of Colleges, All faculty	Year-round	

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Legend: * - statement that has low satisfaction rating
** - comment/suggestion / problem from the respondents

362 **SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS**

363

364 This chapter presents the summary and findings of the study, and the conclusions,
365 and recommendations.

366

367 **Summary**

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369 This study was conducted to gauge how satisfied the students are with the different
370 services provided by the University as the basis in the preparation of an action plan. This
371 study used a descriptive-survey research design. There were 2,201 laboratory high school
372 and undergraduate students who served as respondents in the survey.

373 The study sought to describe the students of the University in terms of the colleges
374 they belonged to. It also aimed to describe the degree of satisfaction of students on the
375 following services offered by the University with respect to the colleges they belonged to:
376 academic advising, campus life, service excellence, facilities, and instructional
377 effectiveness. Concurrently, the study also aimed to describe the level of satisfaction or
378 dissatisfaction of students with the different offices in terms of the quality of services they
379 offered as well as to determine the students' comments/suggestions on the services
380 provided by the University. Upon validating and summarizing the findings, the researchers
381 proposed a plan of action to address the concerns of the students and to further improve
382 the delivery of services of the University.

383 The salient findings of the study were as follows:

384 In terms of the degree of satisfaction of students with the services offered by the
385 University, the students were **satisfied** with the services in terms of academic advising
386 (3.42); campus life (3.34); service excellence (3.28); facilities (3.04) and instructional
387 effectiveness (3.38).

388

389 **Conclusions**

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391 The following conclusions were drawn based on the findings of the study:

- 392 1. Although there were some students who expressed their dissatisfaction with the
393 facilities of the University, the researchers found through the satisfaction survey,

394 that the TAU students were **satisfied** in the following areas: academic advising,
395 campus life, service excellence, facilities, and instructional effectiveness. Students
396 are proud of the University, and they are **satisfied** with the quality of education it
397 provided.

398 2. Despite the few comments/suggestions on the services provided by the different
399 offices/units, the students were generally **satisfied** with the services offered by the
400 different offices/units of the University.

401

402 **Recommendations**

403

404 Based on the findings and conclusions of the study, the following recommendations
405 were given:

406 1. The University, through the Office of Student Services and Development and the
407 academic departments, should further strengthen its services to suffice the needs
408 of students.

409 2. As the TAU enjoys a good reputation in agriculture, teacher education, and other
410 fields, it should keep its commitment to academic excellence and quality education.
411 It should continue to implement innovative programs and activities in all its services.

412 3. The University should continue to upgrade its facilities and enhance its basic
413 services. The basic necessities of the students should be prioritized.

414 4. The students are the reason for a university's existence. Thus, the conduct of a
415 student satisfaction survey in a more expanded scale must be done periodically
416 using the Online Satisfaction Survey (www.tau.edu.ph) to ensure that TAU students
417 receive the quality services and education they deserve.

418 5. Encourage concerned offices to implement the proposed action plan to further
419 improve the delivery of services of the University.

420

421 **SUSTAINABILITY**

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423 This study will be replicated every five (5) years to determine if there is a significant
424 change with regard to students' satisfaction with the programs and services offered by the

425 Tarlac Agricultural University. It is necessary for this study to be replicated every five (5)
426 years to determine if the intervention is effective or not.

427

428 **MONITORING AND EVALUATION**

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430 The study shall be periodically monitored by the Planning and Development Office
431 and the Department of Research and Development to assess the progress of
432 implementation of each activity/component. The early detection of apparent undesirable
433 results may prevent the rise of more complicated setbacks in the study.

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