Student Satisfaction Survey Result: Basis for Improving Student Services at De La Salle University-Dasmariñas

Felipe B. Martinez, Leonor T. Amacio
De La Salle University-Dasmariñas

De La Salle University-Dasmariñas (DLSU-D) has always engaged the students in its quality assurance activities. One of these is the student satisfaction survey that is regularly conducted among the undergraduate students to determine their level of satisfaction for the student support and services offered by the University. These include campus environment, registration and payment processes, counseling, safety and security, among others. This survey is a support to other evaluation mechanisms like the faculty/course evaluation by the students and exit interview with graduating students as regular feedback mechanism.

The final version of the online survey was developed by the Herminia Dulce-Torres Quality Assurance Office (HDTQAO) through the inputs of the different sectors of the University. The first run was done in 2015 after which the tool was revised based on the feedback from students and colleges. In the revised tool, students were asked to rate 20 statements using a four-point, Likert-type scale. At the end of the survey, students were asked to give comments.

The survey was administered during the second semester of academic year 2018-2019 among the students of the seven colleges. Purposive sampling was used to select the respondents in the study. There were 2,905 students who responded to the call to answer the online survey.

In terms of the campus climate, respondents agreed that they feel a sense of belongingness at DLSU-D. In terms of General Services, the respondents are satisfied (mean of 3.1776 and a standard deviation of 0.58201. In addition, the library obtained the highest satisfaction rating while the tuition fee processes obtained the lowest satisfaction of the respondents. The respondents are satisfied with the student services offered by the university
but the schedule of seminars and trainings should be improved as this item got the lowest rating. Utilizing the Friedman’s Two-Way Analysis of Variance, it was found out that there is a significant difference in the satisfaction level of the respondents in the three areas. Applying ANOVA, it was also noted that there is a significant difference in the satisfaction level of the respondents when they are grouped according to college where they belong. There is also a significant difference in the satisfaction level of the respondents when they are grouped according to year level. These mean that the satisfaction level of the students depend on the number of years of stay in the university and the college where they belong.

Results of the survey were presented to the student services administrators to be used as one of the bases for their improvement efforts and to determine which programs and policies need to be reviewed and eventually strengthened. Comments, an optional part at the end of the survey, were also sent to the colleges so they could study them carefully and address them if necessary. In the end, these data can be a basis in making important decisions that would ensure that DLSU-D remains true to its commitment to make her students “enjoy their campus experience in and out of the classrooms” (https://www.dlsud.edu.ph/campuslife/).

Key words: Student satisfaction survey, De La Salle University-Dasmariñas