Students' Level of Satisfaction on Admission Policies and Practices of De La Salle University-Dasmarinas: Basis for an Enhanced Action Plan

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by

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ABSTRACT

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by

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Purpose of the Study

The purpose of the research is to document the satisfaction rating of the students in DLSU-D, specifically, in the admission policies and practices. It tries to provide a possible approach and systematic procedures in relation to student as customers.

Methodology

This chapter presents the research design, participants of the study, data gathering procedures, and various statistical treatments utilized in the conduct of the study.

Summary of Findings

1. Level of Satisfaction of participants on the admission policies and practices.

Research revealed that students, employees and College Deans have different rates in the variables of admission policies and practices.
2. Results of Hypothesis Testing.

Using the ANOVA formula for testing the null hypothesis, computation revealed that there is a significant difference on the rating of the participants on the admission policies and practices at .05 level.

3. Issues and concerns on admission policies and practices.

Significant issues and concerns on information campaign are on updating website of the University. The application for admissions' main issue was providing more course offerings and faster processing. The confirmation for admission issues are on ID processing and improving the slow procedure. Enrolment procedures with almost half of the responses are described as a slow process. Lastly, in payment process, the respondents experienced slow response time.

Conclusion

Based on the findings, the following conclusions were drawn:

1. The satisfied rating is not a guarantee of good customer service. The Institution should have the highest score or very satisfied.

2. The level of satisfaction of students varies from the different procedures of the admission policies and practices but generally has a moderately satisfied rating to all the areas discussed.
3. A significant difference on the rating of the participants revealed that student satisfaction survey is needed to determine the voice of the customers.

4. Issues and concerns of the students focuses on all the areas, specifically the long and slow procedure and responses provided to them. The student as a client knows their right as individual and customers. They are very vocal about their needs and wants.

Recommendations

Based on the results of the study, the following recommendations are made:

1. The University must conduct an annual student satisfaction survey in evaluating student admission policies and practices in the University.

2. The University should consider implementing an improved online admission policies and procedures by developing a software program that will eventually achieve competitive advantage in the globalization era.

3. The University must develop applicable trainings and seminars to enhance employee performance, knowledge and capabilities relative to Student-Customer Satisfaction.

4. Future research should be conducted on student level of satisfaction of the other areas not covered by this study.
5. The study recommends formulating an action plan in enhancing the admission policies and practices of DLSU-D and must be intensified in all areas of quality products, accessibility and good customer service.