

Student Satisfaction with Frontline Services at a Philippine State University

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Date received: September 7, 2024

Date revised: September 27, 2024

Date accepted: October 10, 2024

Originality: 92%

Grammarly Score: 99%

Similarity: 8%

Recommended citation:

Ubat, J., Villalon, G. (2024). Student satisfaction with frontline services at a Philippine state university. *Journal of Interdisciplinary Perspectives*, 2(11), 278-289. <https://doi.org/10.69569/jip.2024.0486>

Abstract. This study investigated student satisfaction with the frontline services provided by a Philippine state university, including canteen, academic advising, counseling, library services, registration process, and campus facilities. The goal is to identify the strengths and weaknesses of these services from the student's perspective and provide insights for improvement. A quantitative approach was employed, using a survey questionnaire as the primary data collection tool. The findings reveal that students are generally highly satisfied with the frontline services. The Security Management Office and Student Affairs Office received the highest average weighted mean of 4.44, indicating strong satisfaction. Conversely, the Campus Canteen received the lowest average weighted mean of 4.32, suggesting comparatively lower satisfaction. Respondents also provided suggestions for improvement, such as increasing space for accommodations and waiting areas. This study contributes to understanding students' perceptions and experiences with frontline services at the state university. By identifying areas of strength and weakness, the results can guide the administration and relevant departments in enhancing service quality, thereby improving overall student satisfaction. Additionally, the study serves as a baseline for future research and provides a framework for evaluating the effectiveness of implemented improvements.

Keywords: Frontline services; State university; Student satisfaction; Survey questionnaire; Service quality.

1.0 Introduction

The lifeblood of any institution of higher learning is its students. Students enroll in universities not only because they expect to finish their chosen degrees but also because they want to experience the quality of education they are paying for. (Faramandian, et al. 2013) mentioned that students are the main customers of universities. Providing quality services and satisfying students' needs and expectations is vital for universities to succeed in the increasingly competitive education industry.

Educational systems are increasingly seen as consumer services, where quality satisfaction and performance are key reciprocally interrelated factors. Student satisfaction with frontline services is critical in delivering quality educational services. There has been increasing attention given to student satisfaction regarding the quality of service delivery. The importance of quality and satisfaction in winning student preferences and maintaining a sustainable competitive advantage is evident. The higher the service quality, the more satisfied the students. Thus, to attract new customers, educational institutions and universities are placing greater emphasis on meeting the expectations and needs of their customers, the students.

Student satisfaction assessment is vital in determining service quality at higher learning institutions to remain competitive with other private higher education providers. It is important that the institution continuously acquires, maintains, and builds strong relationships and assesses the level of student satisfaction (Arokiasamy & Abdullah, 2012). They further contend that colleges and universities typically perceive satisfaction as a means to an end. Higher education tends to care about student satisfaction because of its potential impact on student motivation, retention, recruitment efforts, and fundraising.

When students are satisfied with the quality of services provided to them, they will speak positively about their university experience. Such word-of-mouth communication then becomes the university's best advertisement. The purpose of this study is to determine the students' satisfaction level with the frontline services of Negros Oriental State University – Guihulngan Campus. As with any educational institution, student satisfaction with the frontline services provided by NORSU-Guihulngan Campus is crucial in ensuring a positive and conducive learning environment.

Understanding the factors contributing to student satisfaction is vital for continuous improvement and delivering high-quality frontline services. NORSU-Guihulngan Campus offers various frontline services supporting students' academic journey and well-being. These frontline offices that provide services include the campus canteen, security management office, CARE center, campus clinic, student affairs office, registrar's office, cashier's office, and library. By focusing on these essential areas, NORSU-Guihulngan Campus aims to provide holistic support to students, ensuring their success and satisfaction throughout their educational experience.

This study will provide insights into student satisfaction with various frontline services at NORSU-Guihulngan Campus. The findings will help the university identify areas of strength and opportunities for improvement. By understanding student needs and expectations, NORSU-Guihulngan Campus can enhance its service delivery, improving the student experience. This, in turn, will contribute to higher student retention, better recruitment outcomes, and a stronger institutional reputation.

2.0 Methodology

2.1 Research Design

The research utilized descriptive research design because it aimed to describe how satisfied students are with the services provided by the university. This approach was chosen to understand the students' satisfaction levels with the frontline services at Negros Oriental State University-Guihulngan Campus. The questionnaire responses were collected and then analyzed to interpret the satisfaction levels.

2.2 Research Participants

Three hundred sixty students from various programs examined eight different areas of university services. A stratified sampling technique ensured that different groups of students were represented in the study. Although the results may not represent all students' views, they provide a snapshot of the services offered by different university offices.

2.3 Research Instruments

The researchers used a questionnaire that was adapted from a previously created instrument. It was modified to suit the functions of each service area being evaluated. The questionnaire had two parts. The first part asked for the respondents' profile information, such as their name, course, and year level. The second part included questions about their satisfaction with specific university services. These services included the Campus Canteen, Security Management Office, Care Office, Campus Clinic, Registrar Office, Student Affairs Office, Cashier's Office, and Library Office. Additionally, questions were asked for comments and suggestions to improve these services.

2.4 Data Gathering Procedure

The researchers managed the data collection process, administering the survey to the selected students. They prepared and sent a letter requesting permission to survey the adviser. They also sent another letter to the respondents to inform them that their participation was voluntary and their responses would be confidential. The survey was distributed via Google Forms, and students were given enough time to complete it. After collecting the responses, the researchers analyzed the data using statistical methods to determine the satisfaction levels.

2.5 Statistical Treatment

The collected data was analyzed using the weighted mean formula, which helped to summarize and interpret the responses. The findings from this analysis are expected to help the university improve the quality of its services, thereby enhancing the educational experiences of its students and guiding the development of future programs.

2.6 Ethical Considerations

The researchers gave consent letters to the responders, an important ethical component of the study, and informed them of its goal and purpose. This ensures that respondents were fully informed before participating in the survey and could ask questions. Second, the researchers protected the respondents' anonymity while processing and analyzing the data. This is crucial because it protects participants' privacy and identity while encouraging honest and open responses. The researchers tried to ensure that the responses were handled anonymously, which would have increased the respondents' trust. Finally, the researchers demonstrated a great knowledge of ethical considerations in research. They made the necessary efforts to ensure that the guarantee that the study is carried out ethically and responsibly.

3.0 Results and Discussion

3.1 Assessment of Services

Campus Canteen

As shown in Table 1, the respondents strongly agree that the school canteen provides prompt service. This indicates that the canteen staff efficiently serve the customers, minimizing waiting times and ensuring a smooth dining experience. It suggests that the canteen is well-managed, with staff members who are attentive, friendly, and responsive to the needs of the students. Regarding food selection, respondents strongly agree that the food served in the school canteen is excellent. This indicates that the canteen provides nutritious and delicious meals that meet the expectations and dietary needs of the students. It suggests that the canteen offers various options, catering to different tastes and preferences.

Table 1. Descriptive statistics of the students' assessment of services in the campus canteen (n=360)

Indicators	Mean	Interpretation
Personnel		
1. Have good customer relations	4.17	Satisfied
2. Are friendly	4.78	Very Satisfied
3. Well - groomed	4.29	Very Satisfied
4. Understand instructions from the customers clearly	4.30	Very Satisfied
5. Serve food immediately	4.28	Very Satisfied
6. Follow the first come - first serve policy in serving the customer	4.29	Very Satisfied
Food selection		
7. A variety of food is served every day.	4.31	Very Satisfied
8. Nutritious food is served every day.	4.31	Very Satisfied
9. The selection reflects a well-planned and balanced menu/meal daily.	4.29	Very Satisfied
10. Dessert, appetizers, and fruits are served regularly.	4.30	Very Satisfied
11. A daily/ weekly special menu is served.	4.28	Very Satisfied
Pricing		
12. The cafeteria provides budget meal choices.	4.29	Very Satisfied
13. It sells half servings.	4.28	Very Satisfied
14. It serves affordable slices of meat and viand/recipe.	4.30	Very Satisfied
15. Gives discounted prices on perishable goods and foods every afternoon.	4.30	Very Satisfied
16. Serve inexpensive food.	4.28	Very Satisfied
Ambiance and Cleanliness		
17. The cafeteria has a sanitary and well-supervised kitchen.	4.32	Very Satisfied
18. It is clean all the time.	4.33	Very Satisfied
19. Utensils are sterilized before use.	4.33	Very Satisfied
20. Glasses and cups are clean and odorless.	4.33	Very Satisfied
21. Plates/saucers/trays are clean.	4.34	Very Satisfied
22. Food safety and hygienic practices are followed.	4.33	Very Satisfied
23. The cafeteria is free from flies and other insects.	4.31	Very Satisfied
24. Tables and chairs are well arranged.	4.31	Very Satisfied
25. Display counters are clean and attractive.	4.33	Very Satisfied
Average	4.32	Very Satisfied

Moreover, in terms of affordability, participants strongly agree that the school canteen offers affordable meal options. This indicates that the canteen provides students with reasonably priced meals, ensuring they can access nutritious food without straining their budgets. This implies that the canteen management should consider the financial constraints of the students and aim to provide value for money. The affordability of canteen meals is important for students, particularly those with limited financial resources. Johnson and Smith (2021) highlighted the significance of pricing strategies in promoting access to healthy food options. Campus canteens should consider implementing tiered pricing models, offering subsidized meals or meal plans, and providing affordable alternatives to cater to diverse student populations.

Furthermore, respondents strongly agree that the school canteen maintains a high cleanliness and ambiance. It indicates that the canteen staff consistently follow proper sanitation practices, ensuring students and staff a safe and healthy dining environment. Generally, with an average mean of 4.32, it is strongly agreed that the canteen excels in maintaining cleanliness and hygiene, offering high-quality food, providing prompt service, and ensuring affordability is available to all. Smith et al. (2019) found that students' perception of food quality significantly influenced their satisfaction with the canteen services. Canteens must adhere to food safety regulations, implement proper hygiene practices, and source ingredients from reliable suppliers to ensure the provision of safe and nutritious meals.

However, respondents provide valuable feedback regarding the improvement of our facilities. Based on their suggestions, it is recommended that our priority should be the establishment of a well-equipped canteen since at the moment, the school is still planning to establish one, and their responses were based on the school's previous canteen. Furthermore, the canteen should be designed with a wider area to accommodate a larger number of students and ample space should be allocated comfortably for accommodation. This will ensure that students have access to a convenient and spacious environment for their dining needs and suitable accommodation facilities. These positive findings demonstrate the dedication and commitment of the canteen staff and management in meeting the needs and preferences of the school community. The feedback serves as an encouragement to continue the good work while also identifying areas for further improvement in the future.

Security Management Office

As shown in Table 2, respondents strongly agree regarding the personal attributes of the security personnel. It suggests that respondents appreciate the qualities displayed by the staff working in the security management office. These attributes may include professionalism, reliability, attentiveness, friendliness, and effective communication skills. The respondents likely feel that the staff members possess the necessary qualities to fulfill their roles effectively. Moreover, the strong agreement regarding physical appearance implies that respondents find the security management office staff presentable and well-groomed. This aspect is crucial as it reflects the professionalism and attention to detail the staff members bring to their positions. Bratton et al. (2020) found that a professional and well-groomed appearance positively influenced people's trust and confidence in security personnel. A neat and professional appearance can enhance the perception of security personnel and contribute to a sense of trust and confidence among those they serve.

Furthermore, the strong agreement regarding responsibilities indicates that respondents are satisfied with how the security management office handles its duties. This could include maintaining a secure environment, implementing effective security measures, responding promptly to incidents, and ensuring the safety and well-being of individuals and property within their jurisdiction. The respondents likely feel that the security management office is carrying out its responsibilities diligently and effectively. This is supported by Bellamy (2019), which indicates that physical fitness is positively associated with job performance, including tasks requiring attention, response time, and overall effectiveness in security-related duties.

Table 2. Descriptive statistics of the students' assessment of services in the security management office (n=360)

Indicators	Mean	Interpretation
Physical Appearance		
1. Wear their prescribed uniforms in a dignified and presentable manner.	4.43	Very Satisfied
2. Are well-groomed.	4.43	Very Satisfied
Personal attributes		
3. Deal with the faculty, staff, and stakeholders courteously, respectfully, and professionally.	4.41	Very Satisfied
4. Deal with the students courteously, respectfully, and professionally.	4.43	Very Satisfied
5. Are friendly and approachable.	4.43	Very Satisfied
Responsibility in their Duties		
6. Present a dependable and trustworthy image within the community.	4.43	Very Satisfied
7. Exert all possible efforts to secure government properties and personal belongings of students and personnel.	4.43	Very Satisfied
8. Make immediate responses to complaints regarding security problems of students and personnel.	4.47	Very Satisfied
9. Enforce uniform security rules and policies for all students.	4.44	Very Satisfied
10. Show dedicated concern and interest in protecting students against physical harm by other students and outsiders.	4.54	Very Satisfied
11. Give due regard and respect to the rights and privacy of students and personnel in performing their duties.	4.43	Very Satisfied
12. Understand and consistently enforce their duties and responsibilities in enforcing the university's security rules and regulations.	4.42	Very Satisfied
13. Know the various offices, departments, and other university locations.	4.48	Very Satisfied
14. Help create a safe, secure, and crime-free campus for the faculty, students, and stakeholders.	4.43	Very Satisfied
15. Deal with security-related problems (e.g., Robbery, high-risk situations) in an orderly and organized manner.	4.43	Very Satisfied
16. Have the necessary tools and equipment to enforce campus security and safety.	4.42	Very Satisfied
17. Are reliable in locating missing items in a shorter period.	4.43	Very Satisfied
Average	4.44	Very Satisfied

Overall, with the average mean of 4.44 rated as strongly agree, the strong agreement among respondents regarding personal attributes, physical appearance, and responsibilities of the security management office is an encouraging sign. It suggests that the office is viewed positively, contributing to a sense of security and trust among staff members. However, students suggest that it is essential to take the following measures to enhance security on campus: Hiring additional security personnel to ensure a higher level of safety and vigilance and acquiring adequate tools and equipment to respond to emergencies and promptly address security concerns effectively. Implementing regular security inspections to identify vulnerabilities, assess existing security measures, and make necessary improvements. A security management office needs to maintain these positive perceptions and continue providing high-quality services to ensure the safety and well-being of the community it serves.

Counseling (CARE) Office

As reflected in Table 3, the respondents strongly agree that the CARE CENTER has a competent and supportive team of personnel. They may have highlighted professionalism, empathy, responsiveness, and knowledge. The staff members might have effectively addressed the needs and concerns of the individual seeking assistance. Additionally, respondents strongly agree that the CARE CENTER excels in providing information services. This could imply that the center offers its clients accurate, up-to-date, and relevant information. The information provided may cover various topics such as healthcare, education, legal matters, social services, or any other relevant areas. Also, the respondents strongly agree that the CARE CENTER has been successful in its placement service activities. This suggests that the center has effectively helped individuals find suitable employment, internships, volunteer opportunities, or educational placements. The center might have established strong connections with employers, educational institutions, or other organizations to facilitate these placements.

Regarding counseling services, the respondents strongly agree that the CARE CENTER's counseling services have been beneficial. This indicates that the center provides effective counseling or therapy to individuals seeking support. The counseling services may cover mental health, emotional well-being, career guidance, relationship issues, or other relevant aspects. Pascarella et al. (2004) reveal that students who utilized support services, including counseling and academic advising, reported higher satisfaction levels and were more likely to persist

and graduate. In addition, Elliott and Healy (2001) stated that the findings suggested that effective support services, such as orientation programs and counseling, played a vital role in enhancing student satisfaction and overall educational experience.

Table 3. Descriptive statistics of the students' assessment of services in the CARE office (n=360)

Indicators	Mean	Interpretation
Personnel		
1. Are friendly and approachable.	4.41	Very Satisfied
2. Are available all the time.	4.43	Very Satisfied
3. Effective and efficient.	4.44	Very Satisfied
Information service activities		
4. Provide orientation programs to new students.	4.39	Very Satisfied
5. Provides information concerning school requirements, examinations and Academic standard of the university.	4.40	Very Satisfied
6. Familiarize the new students with the various services, rules and regulations, and facilities offered by the university.	4.36	Very Satisfied
7. Provides information regarding the various scholarship opportunities in the academic fields, work, and athletics.	4.39	Very Satisfied
Placement service activities		
8. Undertake an individual inventory of new students and update the same and other records as the students progress.	4.40	Very Satisfied
9. Assist the students in determining their aptitudes based on the information from the inventory and the results of the various tests.	4.40	Very Satisfied
10. Disseminate all relevant student data to teachers and administrators for classroom adjustment/instructional improvement.	4.39	Very Satisfied
11. Monitor properly the students' performance in academic activities.	4.39	Very Satisfied
12. Guide students in their choice of co-curricular activities.	4.39	Very Satisfied
13. Supervise leadership and group sessions and programs.	4.40	Very Satisfied
Counselling service activities		
14. Take initiative in knowing the students individually.	4.39	Very Satisfied
15. Show genuine concern by making himself/herself available for a referral or voluntary counseling to students.	4.39	Very Satisfied
16. Initiate activities to train effective study habits, wise use of leisure time, wise decision-making, and other activities designed for proper personal and social adjustment.	4.38	Very Satisfied
17. Supervise discovery and developmental programs like retreats, seminars, workshops, and other activities to enhance the students.	4.39	Very Satisfied
Follow-up service activities		
18. Initiate the discovery of the causes of student failures.	4.39	Very Satisfied
19. Coordinate the necessary remedial measures with the school's academic personnel.	4.39	Very Satisfied
20. Monitor the student's academic performance.	4.39	Very Satisfied
21. Provide the appropriate challenges, motivations, and guidance to students.	4.39	Very Satisfied
Testing service activities		
22. Conduct scholarship tests and college placement tests.	4.36	Very Satisfied
23. Conduct aptitude and interest tests.	4.38	Very Satisfied
24. Conduct personality and social adjustment tests.	4.38	Very Satisfied
25. Conduct proficiency and achievement tests.	4.39	Very Satisfied
Average	4.39	Very Satisfied

Overall, the respondents' "Strongly agree" rating, with an average mean of 4.39, suggests that the CARE CENTER has achieved positive results in these areas. Considering the valuable input from students, it is recommended that the CARE center assumes responsibility for overseeing programs and sessions, ensuring their effective supervision. Moreover, to enhance the overall student experience, it is imperative that the center proactively disseminates information to students at the earliest opportunity. The center's personnel, information, placement, counseling, follow-up, and testing services have been perceived as highly effective and valuable by those who participated in the discussions.

Campus Clinic

Table 4 shows strong agreement among respondents regarding the campus clinic and its healthcare professionals, including the school physician, school nurse, and school dentist. It indicates positive outcomes and satisfaction with their services. The strong agreement suggests that the respondents perceive the school physician, nurse, and

dentist as highly skilled and knowledgeable professionals. Their expertise contributes to providing quality healthcare services to students and staff members.

Table 4. Descriptive statistics of the students' assessment of services in the campus clinic (n=360)

Indicators	Mean	Interpretation
School Physician		
1. Provides routine physical examinations to students, particularly at the start of the school year.	4.40	Very Satisfied
2. Diagnoses students' health problems.	4.39	Very Satisfied
3. Makes referrals to more specialized medical practitioners or advises for hospital confinement when necessary.	4.38	Very Satisfied
4. Provides first aid treatment to students and personnel during emergencies.	4.37	Very Satisfied
5. Provide students' health information to school personnel and parents so that appropriate adjustments to requirements in class and at home can be made.	4.40	Very Satisfied
6. Leads in the periodic evaluation of the school's entire health.	4.37	Very Satisfied
School nurse		
7. Assists the school physician in making the regular physical examination of the students.	4.38	Very Satisfied
8. Administers first aid treatment to students and personnel during emergencies.	4.38	Very Satisfied
9. Applies medical treatment to minor diseases and injuries of students and personnel.	4.38	Very Satisfied
10. Keeps the health records of students and personnel.	4.38	Very Satisfied
11. Assists the school physician in the evaluation of the entire health program of the university.	4.39	Very Satisfied
School dentist		
12. Provides routine dental examinations to students and personnel.	4.38	Very Satisfied
13. Administers dental treatment for minor dental problems to students and personnel.	4.37	Very Satisfied
14. Extracts bad teeth and fills tooth cavities of students and personnel.	4.37	Very Satisfied
15. Diagnoses serious dental problems of students and personnel.	4.37	Very Satisfied
16. Participate in the periodic evaluation of the University's health problems.	4.38	Very Satisfied
Average	4.38	Very Satisfied

Moreover, it indicates that the campus clinic is easily accessible and conveniently located within the school premises. This accessibility ensures prompt medical attention and promotes a healthier environment for the entire school community. In addition, it suggests that the respondents trust and feel comfortable with the school physician, school nurse, and school dentist. Establishing a positive rapport with healthcare providers is crucial for students and staff to openly discuss their health concerns, leading to better diagnosis, treatment, and overall well-being. A school clinic with qualified health personnel can promote effective education and regular attendance, prevent destructive behavior, and cultivate long-lasting healthy knowledge, attitudes, and practices among learners. Promoting health in the school was adopted by the World Health Organization (WHO) in line with the principles of the Ottawa Charter of 1986 with the pronouncement of the "Health Promoting School" concept. WHO (2012) explained further that a health-promoting school constantly strengthens its capacity as a healthy setting for living, learning, and working. In St Leger and Young's (2009) opinion, based on this global initiative, it was seen as the most promising approach to achieving both quality educational and health outcomes; this informed and guided the development of the Nigerian National School Health Policy in 2006.

In conclusion, the campus clinic garnered an average mean of 4.38, rated as strongly agreeable. The agreement demonstrates that the respondents perceive the campus clinic as offering various healthcare services. This comprehensive approach ensures that students and staff have access to medical, nursing, and dental care within the school setting, reducing the need for external healthcare visits and disruptions to academic schedules. It also implies that the healthcare professionals in the campus clinic foster a supportive and caring environment. Their approachable nature and empathetic behavior help create a safe space for students and staff to seek medical assistance, enhancing their overall experience and promoting overall wellness. The agreement may suggest that the campus clinic, along with the school physician, school nurse, and school dentist, has a positive impact on the health outcomes of the school community. However, students suggest that having a dedicated dental treatment service within the campus clinic would be incredibly convenient for them, as it would save them the hassle of

seeking off-campus dental care. By providing dental treatment on-site, the clinic could address these minor issues promptly, minimizing disruptions to students' academic pursuits and overall well-being.

Furthermore, ensuring the availability of a selection of commonly needed dental medicines would be highly beneficial. Students may encounter situations requiring temporary relief from dental pain or immediate treatment for minor dental problems. Access to painkillers, oral antiseptics, or dental filling materials would allow students to manage their dental issues efficiently, especially during weekends or after regular clinic hours when off-campus options might be limited. Prompt and effective medical intervention contributes to faster recovery, early detection of health issues, and improved overall health and well-being.

Registrar's Office

Table 5 reveals the results regarding personnel and responsibilities in the Registrar's Office, and the respondents strongly agreed. This indicates high satisfaction and agreement among the participants regarding the personnel and responsibilities associated with the Registrar's Office. When respondents strongly agree with a statement, it implies that they positively perceive the Registrar's Office personnel and their execution of responsibilities. This positive feedback is valuable as it suggests that the Registrar's Office is likely functioning efficiently and effectively in its tasks. The Registrar's Office typically plays a crucial role in educational institutions, handling various responsibilities related to student records, enrollment, academic transcripts, course scheduling, graduation requirements, and more. According to Lanier, since the year 1200, the registrar existed as a top-level official, controlling enrollment, course records, student records, transcript evaluations and dissemination, degree notation, graduation ceremonies, and system development.

Table 5. Descriptive statistics of the students' assessment of services in the registrar's office (n=360)

Indicators	Mean	Interpretation
Personal Attributes		
1. Are friendly and approachable.	4.39	Very Satisfied
2. Are well-groomed.	4.41	Very Satisfied
3. Are patient and helpful.	4.40	Very Satisfied
4. Entertain students' inquiries politely.	4.41	Very Satisfied
5. Exhibit professionalism in how they communicate/deal with the students.	4.40	Very Satisfied
Responsibility		
6. Release request (transcript, form, etc) as scheduled.	4.40	Very Satisfied
7. Do not waste their time by chatting with each other.	4.41	Very Satisfied
8. Are systematic in responding to students' requests/inquiries.	4.41	Very Satisfied
9. Ensure the integrity, accuracy, and security of all academic records of current and former students.	4.41	Very Satisfied
10. Facilitate effective student registration and enrolment.	4.41	Very Satisfied
11. Build secure student data files.	4.41	Very Satisfied
12. Set policy and procedure in requesting/claiming transcripts, diplomas, and other documents.	4.44	Very Satisfied
13. Counsel and advise students on academic matters.	4.43	Very Satisfied
13. Counsel and advise students on academic matters.	4.43	Very Satisfied
14. Interpret and enforce policies and regulations of the university.	4.42	Very Satisfied
15. Supervise the process for articulating transfer credits, graduation, and certification of baccalaureate and associate degrees.	4.41	Very Satisfied
16. Evaluation of Grades.	4.42	Very Satisfied
17. Releasing documents immediately/urgent request.	4.40	Very Satisfied
18. Subject loading of instructor's Program	4.41	Very Satisfied
19. Document verification of alumni students from different companies.	4.40	Very Satisfied
Average	4.41	Very Satisfied

These officers were often responsible for admissions, enrollment management, and institutional reporting until external forces, such as competition for students and regional accreditation bodies, influenced the creation of other departments for these duties in many cases. Lanier emphasized that the college registrar must stay current and involved as technology develops or risk relegation to a clerical position or even extinction. The office personnel and students, faculty, and staff manage these tasks, ensuring accuracy and policy compliance. Furthermore, strong agreement from respondents may indicate that the Registrar's Office personnel are performing their duties competently and with a high level of professionalism. The office is likely to provide timely and accurate services, which can greatly contribute to the smooth functioning of an educational institution.

Conclusively, the strong agreement from the respondents regarding the Registrar's Office personnel and responsibilities, with an average mean of 4.41 rated as strongly agree, indicates a positive perception and suggests that the office is fulfilling its duties effectively. It serves as positive feedback for the Registrar's Office team and can help identify areas of strength to be maintained or areas for potential improvement. However, considering students' valuable suggestions, the Registrar's Office must establish a feedback mechanism where students can provide suggestions, complaints, and feedback about the Office. This can be done through suggestion boxes, online surveys, or regular meetings with student representatives. This feedback can help identify areas for improvement and address specific concerns.

Cashier's Office

As shown in Table 6, respondents strongly agree that the personnel in the cashier's office possess the necessary skills and competence to fulfill their responsibilities effectively. This suggests that the staff members have the knowledge and expertise to handle financial transactions and related tasks efficiently. Also, the respondents strongly agree that the personnel in the cashier's office are reliable and trustworthy. This implies that they can be depended upon to handle financial matters with integrity and honesty. The personnel in the cashier's office work well together as a team. This indicates that they collaborate effectively, communicate efficiently, and support one another in their roles and responsibilities.

Table 6. Descriptive statistics of the students' assessment of services in the cashier's office (n=360)

Indicators	Mean	Interpretation
Personal Attributes		
1. Are friendly and approachable.	4.43	Very Satisfied
2. Are well-groomed.	4.44	Very Satisfied
3. Are patient and helpful.	4.43	Very Satisfied
4. Entertain students' inquiries politely.	4.42	Very Satisfied
5. Exhibit professionalism in how they communicate/deal with the students.	4.44	Very Satisfied
Responsibility		
1. Release receipts promptly.	4.43	Very Satisfied
2. Refrain from wasting their time by chatting with each other.	4.43	Very Satisfied
3. Are systematic in responding to students' inquiries.	4.43	Very Satisfied
4. Process tuition billing, payments, and student refunds immediately.	4.38	Very Satisfied
5. See that tuition fees, book accounts, uniforms, and other fees will appear on a student's bill.	4.41	Very Satisfied
6. Explainadequately students' questions regarding their accounts.	4.43	Very Satisfied
7. Assist students by researching account activity	4.43	Very Satisfied
8. Record and process students' transactions promptly and accurately.	4.42	Very Satisfied
Average	4.42	Very Satisfied

It can also build loyalty." This approach to dealing with students positively impacts the area's performance, particularly of the employee. Likewise, the respondents strongly agree that the cashier's office's personnel clearly understand their responsibilities. This suggests clarity regarding the specific tasks and duties assigned to each staff member, reducing confusion and promoting efficient operations. They consistently demonstrate timeliness and accuracy in their work, which implies that financial transactions are processed promptly and accurately, ensuring that customers' needs are met efficiently. With an average mean of 4.42, it was rated as strongly agreeable, which indicates that the school received positive feedback and provided students with high satisfaction. With this, students suggest that to improve the student experience and streamline transactions, they suggest establishing an efficient and fast transaction and waiting area. By this, we can reduce customer waiting time, enhance overall service efficiency, and provide a more pleasant experience for everyone. We will designate a separate transaction area equipped with multiple counters to cater to more customers simultaneously. Additionally, we will establish a designated waiting area with comfortable seating, clear signage, and digital displays indicating the queue status. This will ensure that customers clearly understand their position in line and minimize any confusion or frustration.

Student Affairs Office

Based on Table 7, the respondents strongly agree that the Student's Affairs Office staff members are perceived to possess empathy and understanding towards students' concerns and issues. They can relate to students' experiences and provide appropriate support. The staff members are considered approachable, making it easier for students to seek assistance or share their problems without hesitation. The respondents feel that the Student

Affairs Office staff maintains high professionalism in their interactions with students, ensuring confidentiality and respect. The respondents appreciate the Student Affairs Office's role in providing academic guidance, such as course selection, degree planning, and helping students navigate academic challenges. The office provides personal counseling services, supports students' mental well-being, and offers guidance on personal issues affecting their academic performance. It implies that the respondents recognize the office's responsibility to advocate for students' rights and interests, ensuring their voices are heard within the institution. The Student Affairs Office organizes and supports extracurricular activities, creates a vibrant campus life, and fosters a sense of community among students.

Table 7. Descriptive statistics of the students' assessment of services in the student affairs office (n=360)

Indicators	Mean	Interpretation
Personal Attributes		
1. Are friendly and approachable.	4.45	Very Satisfied
2. Are patient and helpful.	4.46	Very Satisfied
3. Entertain students' inquiries politely.	4.44	Very Satisfied
4. Exhibit professionalism in how they communicate/deal with the students.	4.47	Very Satisfied
Responsibility		
5. Take charge of the insurance and validation of student ID.	4.43	Very Satisfied
6. Assists the students on their insurance claims.	4.41	Very Satisfied
7. Collect all mail and parcels of the students.	4.42	Very Satisfied
8. Takes care of lost and found articles.	4.43	Very Satisfied
9. Responsible for the supervision of all registered student organizations and their activities.	4.43	Very Satisfied
10. Attends to complaints lodged by a student, a faculty and other aggrieved parties against a student.	4.43	Very Satisfied
11. Issues clearance to any student or organization.	4.44	Very Satisfied
Average	4.44	Very Satisfied

Overall, the strong agreement, with an average mean of 4.44, as strongly agreed among respondents, suggests that the Student Affairs Office is fulfilling its responsibilities and exhibiting desirable personal attributes that positively contribute to the student experience. However, the students suggested that the Students Affairs Office consider two important aspects to enhance their services. Firstly, they propose that the office provide a bigger space to effectively accommodate the student community's growing needs. A larger space would offer additional room for various activities, resources, and facilities, allowing the office to serve students' needs better. Secondly, the students also recommend that the Students Affairs Office extend their support by assisting students with their insurance claims. Many students face challenges navigating the insurance process, and having dedicated assistance from the office would be immensely helpful. By providing guidance and expertise in handling insurance claims, the office can ensure that students receive the necessary support and relief during difficult times.

Library

As reflected in Table 8, it reveals that the respondents strongly agree with the discussions regarding the personal attributes of office personnel and their responsibilities in the library office. Regarding personal attributes, the respondents likely agreed that office personnel in the library possess desirable qualities. These attributes may include professionalism, knowledge, effective communication skills, adaptability, attention to detail, teamwork, and a customer-oriented approach. These attributes are important for creating a positive and productive environment within the library. Regarding responsibilities, the respondents likely agreed that office personnel fulfill their duties effectively. This may include managing library resources, assisting patrons with research or finding information, providing guidance on library services and policies, maintaining an organized and welcoming space, responding to inquiries and requests, and ensuring a smooth flow of operations within the library. Adeniran et al. (2011) stated that the ultimate object of libraries is to meet users' information needs and require the provision of actual information resources and services that will satisfy users' information needs.

In conclusion, the strong agreement with an average mean of 4.41 rating suggests that the discussions effectively highlighted the significance of personal attributes and responsibilities for office personnel in the library. The respondents found the information accurate and relevant and expressed high satisfaction and agreement with the services provided. In line with this, students suggest that it is crucial to introduce new books into the library's collection, keeping it updated and relevant for the benefit of all users. Additionally, they suggest organizing the books according to their genres, allowing easier navigation and promoting a more enjoyable and efficient reading

experience for everyone. Furthermore, they propose the implementation of internet access within the library premises. In today's digital age, internet connectivity has become indispensable for academic research, online resources, and expanding knowledge beyond the physical book collection. By providing internet access, the library office can significantly enhance its service and cater to the evolving needs of students and researchers.

Table 8. Descriptive statistics of the students' assessment of services in the library (n=360)

Indicators	Mean	Interpretation
Personal Attributes		
1. Are friendly and approachable.	4.43	Very Satisfied
2. Are patient and helpful.	4.42	Very Satisfied
3. Entertain students' inquiries politely.	4.43	Very Satisfied
4. Exhibit professionalism in how they communicate/deal with the students.	4.43	Very Satisfied
Responsibility		
5. Set policy and procedure in requesting/returning books	4.41	Very Satisfied
6. Let us borrow books.	4.42	Very Satisfied
7. Give free access to computers and the Internet.	4.40	Very Satisfied
8. Provide library and information services monthly.	4.41	Very Satisfied
9. Offers a broader selection of e-books.	4.41	Very Satisfied
10. Offers online book requests.	4.38	Very Satisfied
11. Offers book pick-up and book drop services.	4.40	Very Satisfied
12. Offers printed newspapers, magazines, and journals.	4.40	Very Satisfied
Average	4.41	Very Satisfied

Overall Areas

Table 9. Descriptive statistics of the students' overall assessment of services (n=360)

Indicators	Mean	Interpretation	Rank
1. Campus Canteen	4.32	Very Satisfied	6
2. Security Management Office	4.44	Very Satisfied	1
3. CARE Office	4.39	Very Satisfied	4
4. Campus Clinic	4.38	Very Satisfied	5
5. Registrar's Office	4.41	Very Satisfied	3
6. Cashier's Office	4.42	Very Satisfied	2
7. Student Affairs Office (SAO)	4.44	Very Satisfied	1
8. Library	4.41	Very Satisfied	3

Based on the results, discussions have occurred regarding the overall areas of frontline services at NORSU-Guihulngan Campus. The results indicate that the Security Management Office and Student Affairs Office received the highest average weighted mean of 4.44, indicating strong agreement or positive feedback. On the other hand, the Campus Canteen received the lowest average weighted mean of 4.32, suggesting lower satisfaction or agreement with its services. The Security Management Office likely encompasses various aspects of campus safety and security, such as security personnel, access control measures, emergency response procedures, and overall management of security concerns. The positive feedback received by this office indicates that students and staff feel secure and well-protected on campus. The Student Affairs Office supports students, including counseling, guidance, student organizations, extracurricular activities, and other student-related matters. The high average weighted mean for this office suggests that students are satisfied with the support and assistance they receive in these areas. In contrast, the Campus Canteen received the lowest average weighted mean, implying that there may be some issues or concerns regarding its services. These concerns could include food quality, various options, pricing, cleanliness, or overall customer satisfaction. It would be beneficial for the canteen management to assess the feedback received and make improvements to address the areas of dissatisfaction.

4.0 Conclusion

Based on the findings, it is concluded that students are highly satisfied with the frontline services provided by NORSU-Guihulngan Campus. The Security Management and Student Affairs Office received the highest average weighted mean, which indicates a strong agreement or positive feedback. Conversely, the Campus Canteen received the lowest average weighted mean, suggesting relatively lower service satisfaction. Overall, respondents are highly satisfied with the frontline services of NORSU-Guihulngan Campus, indicating that the campus is meeting or exceeding students' expectations regarding service quality.

The study suggests that campus staff effectively deliver frontline services, with students perceiving them as competent, professional, and helpful in addressing their needs and concerns. The findings indicate that the frontline services at NORSU-Guihulngan Campus are responsive and easily accessible to students, providing convenience and prompt attention to their concerns. The high level of satisfaction reported by students implies that their overall experience at NORSU-Guihulngan Campus is positive, contributing to student engagement, academic success, and a sense of belonging within the campus community. These high satisfaction levels with frontline services can also enhance the institutional reputation of NORSU-Guihulngan Campus. Satisfied students are more likely to recommend the campus to others, potentially leading to increased enrollment and positive word-of-mouth.

5.0 Contribution of Authors

The authors reviewed, wrote, and approved the final work.

6.0 Funding

This work did not receive funding from any specific grant agency

7.0 Conflict of Interest

There is no conflict of interest.

8.0 Acknowledgment

The author would like to express her genuine and deepest gratitude to the generous and helpful people who have supported her in achieving and completing this study.

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