



An Action Plan for the Service Quality on the Enrolment System of Pangasinan State University-Lingayen Campus

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Abstract –This research aimed at applying the Service Quality Dimensions to determine the service quality of the enrolment system services and personnel services of Pangasinan State University-Lingayen Campus. This study examined the dimensions of personnel/s perceived service quality of enrolment system and students perceived service quality of registrar office, assessment office and cashier office. Service Quality Dimensions was used to measure the a) level of satisfaction of personnel/s on the enrolment system, and b) level of satisfaction of the students on the service quality provided by the personnel/s in registrar office, assessment office and cashier office. The general level of Satisfaction of the personnel in terms of expectations is satisfied. They are expectedly satisfied with accessibility, reliability, tangibility, security and responsiveness. In terms of perception, they are also satisfied with accessibility, reliability, tangibility, security and responsiveness. The general level of Satisfaction of the students in the service delivery of registrar office, assessment office and cashier office in terms of expectations is satisfied. They are expectedly satisfied with courtesy, responsiveness, competence, credibility, understanding, communication, accessibility, reliability, tangibility, and security. In terms of perception, they are also satisfied with responsiveness, communication and security in the service delivery of registrar office, and moderately satisfied with tangibility, reliability, competence, accessibility, courtesy, credibility and understanding. Students are also satisfied in the service delivery of assessment office with competence, communication, credibility and security, and moderately satisfied with tangibility, reliability, responsiveness, accessibility, courtesy, and understanding. Lastly, students are satisfied in the service delivery of cashier office with communication and security, and moderately satisfied with tangibility, reliability, responsiveness, competence, accessibility, courtesy, credibility and understanding. The quality of enrolment system service and personnel service can be enhanced by developing an action plan focused on personnel and students service to be use by Pangasinan State University-Lingayen Campus.

Keywords –Action Plan, Personnel Services, Service Quality Dimensions, Service Quality, Enrolment System Services



INTRODUCTION

1.1 Background of the Study

Nowadays, with the increased competition, service quality has become a popular area of academic research and has been acknowledged as an observant competitive advantage and supporting satisfying relationships with customers (Zeithaml, 2000). Service quality is a concept that has aroused substantial interest and argument in research (Wisniewski, 2001). Quality is such an important issue that it is considered a really significant concept in our real life. It is regarded as a strategic organizational weapon. And the pressing need of developing service organizations and upgrading their services necessitate the measuring of service quality (Al-Dararkah, 2002).

Quality is generally conceptualized as an attitude, the customer's comprehensive evaluation of a service offering. It is built up from a series of evaluated experiences and hence is less dynamic than satisfaction. Satisfaction is the outcome of the evaluation a consumer makes of any specific transaction (Baron, et al, 2009).

A service can be offered by any business, whose main aim is to meet or satisfy customer needs (Sullivan and Adcock, 2002:6). A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between customer and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems (Gronroos, 1990).

For services, the assessment of quality is made during the service delivery process. Each customer contact is referred to as moment of truth, an opportunity to satisfy or dissatisfy the customer (Chaturvedi, 2005). Customer satisfaction as service can be defined by comparing perceptions of service received to be of exceptional quality and also to be a pleasant surprise. When expectations are not met, however, service quality is deemed unacceptable. When expectations are confirmed by perceived service, quality is satisfactory (Fitzsimmons & Fitzsimmons, 2008).

Service quality has become a strategic option for many institutions of higher learning around the globe. The role of service quality has also become critical to the success of an organization (Landrum, et al 2007). Perception of service quality has become paramount strategic importance for an organization due to its influence on the post-enrolment communication behavior of the students (Marilyn, 2005).

According to Zeithaml, and Bitner (1996), customer expectations are beliefs about service delivery that serve as standards or reference points against which performance is judged (Phiri & Mcwabe, 2013). According to Zeithaml, and Bitner (2003), customers compare their perceptions of service delivery when evaluating service quality and therefore knowing what customers expects is critical in gaining competitive advantage (Phiri & Mcwabe, 2013). Knowing what the customer expects is the first and possibly most critical step in delivering good quality service. Being wrong about what customers want can mean losing a customer's business when another company hits the target exactly. Being wrong can also mean spending money, time and other resources on things that do not count to the customer. Being wrong can even mean not surviving in a fiercely competitive market (Zeithaml, 1990).

Different customers may perceive one and the same product or service in different ways (Recklies, 2015). A customer's perception of an offering may even deviate from what the producer or service provider or marketer had intended (Recklies, 2015). In today's globalising economy, competition is getting more and more fierce. That means it becomes more difficult for products and services to differentiate themselves from other offerings than ever before (Recklies, 2015).

Expectations compared to Perceptions

Satisfaction and dissatisfaction often are viewed as opposite ends of a continuum, with disposition being determined as a result of a comparison between expectations and outcome. Satisfaction occurs when outcome meets or exceeds client's expectations. An alternative perspective on satisfaction and dissatisfaction suggests that experience based norms are more appropriate than expectations to serve as a benchmark against which product experiences can be compared with. Applying a disconfirmation paradigm to the evaluation of a service encounter suggests that the individual will compare his or her experience with some set of expectations. These expectations may be based, in part or in total, on past relevant experiences, including those gathered indirectly (Brown, and Swartz, 1989). Perceived quality of a given service will be the outcome of an evaluation process where consumers compare their expectations with the service they perceive they have gotten, i.e., they put the perceived service against the expected service (Gronroos 1982).



Highly satisfied customers are expected to spread a positive word of mouth about the institutions, thus attracting new applicants with lower marketing costs. In Malaysia, both private and public institutions of higher learning strive to provide quality services to its students in order to develop and maintain their reputation. To gain competitive advantages, efforts to adopt the quality management system philosophy are fast spreading within the higher education institutions (HEIs) in Malaysia (Sohail, Rajadurai, Rahman, 2003).

According to the study of Daniel & Berinyuy, 2010, Asubonteng et al., (1996) stated that due to intense competition and the hostility of environmental factors, service quality has become a cornerstone marketing strategy for companies. This highlights how important improving service quality is to organizations for their survival and growth since it could help them tackle these challenges they face in the competitive markets. This means that service-based companies are compelled to provide excellent services to their customers in order to have a sustainable competitive advantage (Daniel & Berinyuy, 2010). There is however, a need for organizations to understand what service quality is in order to attain their objectives (Daniel & Berinyuy, 2010). In service marketing literature, service quality is generally defined as the overall assessment of a service by the customers, (Eshghi et al., 2008) or the extent to which a service meets customer's needs or expectations, Asubonteng et al., (1996). Parasuraman et al., (1985) define service quality as "The discrepancy between consumers' perceptions of services offered by a particular firm and their expectations about firms offering such services". If what is perceived is below expectation, consumer judges quality as low and if what is perceived meets or exceeds expectation then consumer sees quality to be high. Critical component of service quality identified are; consumer's expectation which is seen as what they feel service provider should offer and this is influenced by his/her personal needs, past experience, word-of-mouth and service provider's communications (Parasuraman et al. 1985). However, this meaning of expectation is that of service quality literature which is different from expectation in the customer satisfaction literature which defines expectation as predictions made by consumer about what is likely to happen during an impending transaction. Consumers' perception of performance is what he/she experiences (Parasuraman et al. 1988).

Service quality is an important area to academicians because of its relevancy to service

companies and therefore many researchers have tried to develop various models to measure it, even though some claim it is hard to measure because of its intangibility which is hard to quantify (Eshghi et al., 2008) (Douglas & Connor, 2003). This is why as services are intangible in nature, evaluating the customer's perception of quality can be done through the interaction with the personnel offering services (Magi & Julander, 1996). From their suggestion, interaction between consumer and service provider is very important when measuring service quality because through that interaction, the service provider could easily understand the consumer better and identify what he/she exactly wants (Daniel & Berinyuy, 2010).

It is obvious that customers are important stakeholders in organizations and their satisfaction is a priority to management (Madushanka, G.G.A.S.D., 2015). Customer satisfaction has been a subject of great interest to organizations and researchers alike (Madushanka, G.G.A.S.D., 2015). In recent years, organizations are obliged to render more services in addition to their offers. The quality of service has become an aspect of customer satisfaction (Madushanka, G.G.A.S.D., 2015). Satisfaction is felt as an end result of management effort that has added value. This perceived value is something that can be measured. The European school of thought (Grönroos, C.,1984) maintains that consumers judge the quality of services on two broad aspects: technical quality (service outcome quality) and functional quality (service process quality). Technical quality refers to how well the core service meets the customers' expectations and functional quality refers to the impact of the interaction process or how the service production and delivery process itself is perceived (Zeithaml, V.A. et al).

In the Philippines, Zalatar (2013) investigated the service quality expectations and perceptions of Philippine Commercial Banks from the perspective of customers. Using the Service Quality instrument, a survey was conducted in order to measure customers' service quality expectations and perceptions of various commercial banks. Statistical analyses revealed that customers of different banks attach the same level of importance to the five dimensions of service quality and they have the same expectation ratings for all 22 items in the SERVQUAL Instrument. Depending on the bank patronized, customers gave significantly different perception ratings for seven items out of the 22 items in the said instrument.

Pangasinan State University-Lingayen Campus started implementing the automated enrolment system in 2013, the researcher came up with a study entitled – An Action Plan for The Service Quality on the Enrolment System of Pangasinan State University-Lingayen Campus to measure the expectation and perception of the personnel and students using the ten Dimensions of Service Quality by Parasuraman, Zeithaml & Berry (1985). Shahin stated that it is very important to measure service quality because it allows for comparisons before and after changes, identifies quality related problems, and helps in developing clear standards for service delivery (Daniel & Berinyuy, 2010).

Table 1.1 Ten Dimensions of Service Quality by Parasuraman, Zeithaml & Berry (1985)

Dimension	Explanation
Reliability	the ability of an organization to accurately achieve its services in the proper time and according to the promises it has made to its clients.
Responsiveness	the tendency and willingness of service providers to help clients and satisfy their needs, immediately reply to their inquiries, and solve their problems as quickly as possible.
Competence	having adequate skills and knowledge that enable the employees to perform their jobs properly.
Accessibility	providing easy access to a service in terms of location and through services provided via the telephone, the internet, or any other means of communication.
Courtesy	treating clients respectfully in a polite friendly manner, understanding their feelings, and answering their phone calls gently.
Communication	this occurs through gentlemanly listening to the client conveying information to them clearly and facilitating external communication with workers.
Credibility	this can be achieved through full trust and confidence in the service provider as well as his honesty and straight forwardness.
Security	this depends on whether the service is free from risks and hazards, defects or doubts so that it provides bodily safety, financial security as well as privacy.
Understanding/ knowing the customer:	this can be made achievable through the ability to pinpoint the customers' needs as well as understanding their individual problems.
Tangibility	this includes physical aspects connected with service such as instruments and equipment, persons, physical facilities like buildings and nice decoration and other observable service facilities.

Exploratory research of Parasuraman, Zeithaml, and Berry (1985) revealed that the criteria used by consumers in assessing service quality fit ten potentially overlapping dimensions. These dimensions are Reliability, Responsiveness, Competence, Accessibility, Courtesy, Communication, Credibility, Security, Understanding and Tangibility.

The main goal of the study is to measure the personnel and students' expectations and perceptions of service quality on the enrolment system provided by

Pangasinan State University (PSU), and to determine the gap on the personnel and students' expectations and their perceptions of the service quality. While most student satisfaction study focus on the perspective of customer, researchers are facing a problem of creating a standard definition for student satisfaction thus providing a need of customer satisfaction theory to be selected and modified so that it can explain the meaning of student satisfaction (Hom, 2002). According to William (2002), even though it is risky to view students as customer, but given the current atmosphere of higher education marketplace, there is a new moral prerogative that students have become "customer" and therefore can, as fee payers, reasonably demand that their views be heard and acted upon.

1.2 Conceptual Framework

Customer satisfaction is the outcome felt by those that have experienced a company's performance that have fulfilled their expectations. According to Hansemark and Albinson (2004), "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some needs, goals or desire" (Angelova, 2011).

Customers determine the perceived or cognitive value of service based on their experience with the service delivered. Ghobadian, Speller and Jones (1994) stated that customers' expectations, service delivery process and service outcome have an impact on perceived service quality. Furthermore, Edvardsson (2005) pointed out that service quality perceptions are formed during the production, delivery and consumption process (Markovic et al).

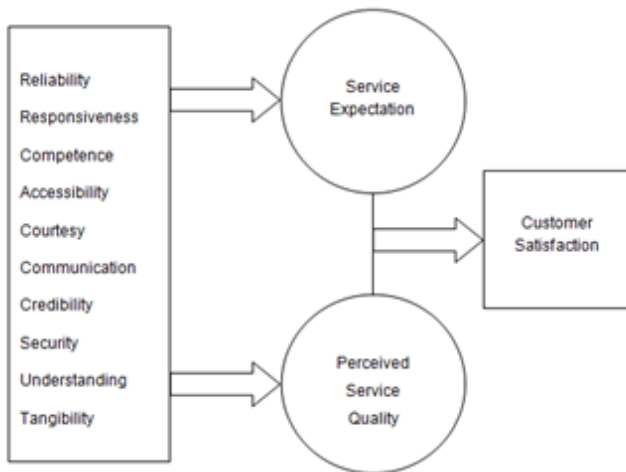


Figure 1.1: Conceptual Framework

Furthermore, the concept of this study will be synthesized with the use of the input variables, process variables and the expected output.

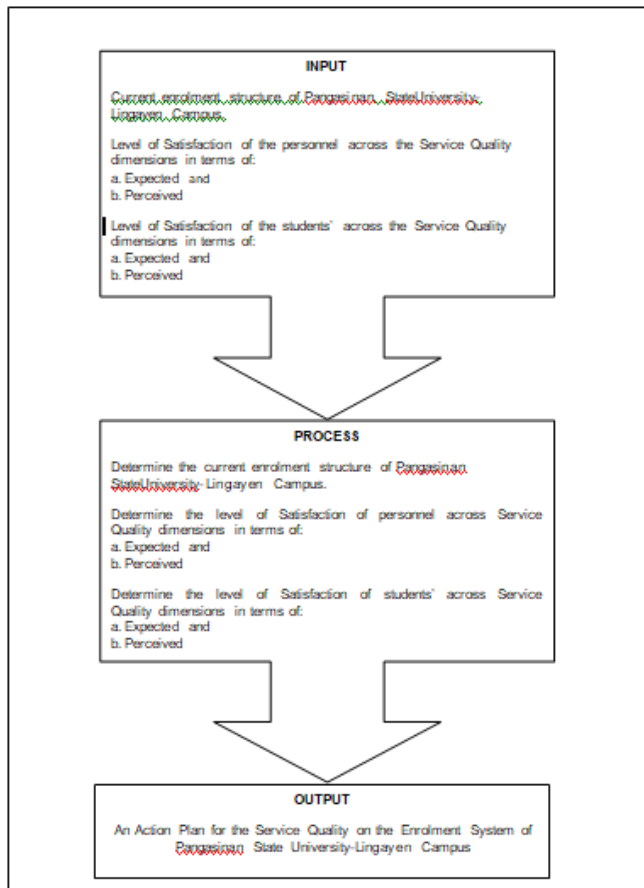


Figure 1.2 Operational Paradigm

The focus of the study was to measure the level of personnel and students' satisfaction on the Enrolment System of Pangasinan State University-Lingayen Campus. It describes the relationship along the Service Quality to the level of personnel and students' Satisfaction. The research was performed to determine possible procedures to be included in the action plan based on the level of satisfaction of the personnel and students of Pangasinan State University-Lingayen Campus. The ten (10) dimensions of Service Quality were used to understand how service quality affects the level of student satisfaction. These dimensions are Reliability, Responsiveness, Competence, Accessibility, Courtesy, Communication, Credibility, Security, Understanding and Tangibility.

The study will benefit the Pangasinan State University, the personnel in the assessment office, cashier office and registrar office. This study would serve as basis of the Pangasinan State University to improve the quality of service delivered to the students. Pangasinan State University can determine what is needed to improve the satisfaction of the students. For the personnel, the study would provide valuable information that allows them understand their role in customer satisfaction and service quality. For the researcher, this study would broaden her knowledge in the field of Service Management Engineering and applying principles to help service organizations improve their service delivery procedure.

OBJECTIVES OF THE STUDY

The main goal of this study was to measure the service quality on the enrolment procedures provided by Pangasinan State University-Lingayen Campus. The objectives of the study were discussed in the following statements:

1. To determine the current enrolment structure of Pangasinan State University-Lingayen Campus.
2. To determine the level of Satisfaction of the personnel on the Service Quality dimension in terms of:
 - a. Expected; and
 - b. Perceived.
3. To determine the level of Satisfaction of the students' on the Service Quality dimension in terms of:
 - a. Expected; and
 - b. Perceived.
4. To determine the procedures that should be included in the action plan based on the Level of Satisfaction of the personnel and students' expectations and perceptions

on the enrolment procedures provided by Pangasinan State University-Lingayen Campus.

MATERIALS AND METHODS

2.1 Research Design and Methodology

The researcher used the descriptive-survey. Descriptive research was used to obtain information concerning the current status of the phenomena to describe what exists with respect to variables or conditions in a situation (Key, 1997).

The Service Quality is used to assess the personnel and students' expectations and perceptions regarding the service quality on the enrolment system of Pangasinan State University-Lingayen Campus. Both expectations and perceptions were measured using a five-point Likert scale to rate their level of agreement or disagreement.

2.2 POPULATION AND LOCALE OF THE STUDY

The respondents of this study were the personnel in the enrolment and students of the Pangasinan State University-Lingayen Campus. The total number of personnel involved in the enrolment is eighteen (18).

Table 2.1 Total Personnel in the Enrolment

Name of Office	Total Personnel
Registrar	10
Assessment	3
Cashier	5
Total	18

Table 2.2 Total Enrollees Per College as of Second Semester S.Y 2015-2016

College	Total Enrollees
College of Teachers Education and Technology (CTET)	2,174
College of Hospitality Management, Business and Public Administration (CHMBPA)	2,015
College of Computing Science (CCS)	1,877
College of Arts, Sciences and Letters (CASL)	1,342
Total	7,408

The researcher obtained a sample size from the total students. The representative sample population is 365.

Table 2.3 Representative Sample Population per College

College	Representative Sample Population
College of Teachers Education and Technology (CTET)	92
College of Hospitality Management, Business and Public Administration (CHMBPA)	92
College of Computing Science (CCS)	91
College of Arts, Sciences and Letters (CASL)	89
Total	365

2.3 DATA GATHERING TOOL

The data gathering tools used in the study was a survey questionnaire, and the perusal of supporting documents.

The questionnaire was adapted, and floated to the personnel and students' of Pangasinan State University-Lingayen Campus. The main data gathering tool, which is the questionnaire has two sets: a questionnaire for the personnel/s for their expectation and perception in the service quality of the enrolment system, and a questionnaire for the students, for their expectation and perception in the service quality delivered by the personnel and school.

In treating the data, the researcher utilized the Slovin's formula to determine the sample size (n) given the population size (N) and a margin of error (e) (Anderson et al, (1999)).

$$n = \frac{N}{1 + Ne^2}$$

Sample mean was used to determine the level of Satisfaction of personnel and students to the enrolment procedures of Pangasinan State University-Lingayen Campus in terms of Reliability, Responsiveness, Competence, Accessibility, Courtesy, Communication,



Credibility, Security, Understanding and Tangibility. The formula is given by Walpole (1982):

$$\bar{X} = \frac{\sum X_i}{n}$$

\bar{X} = sample mean

X_i = response (rating) of the *i*th respondents

n = number of respondents

2.4 DATA GATHERING PROCEDURE

The researcher prepared the questionnaire based on the Service Quality Dimensions, which was validated. The researcher requested permission and approval from the Campus Executive Director of Pangasinan State University-Lingayen Campus to float the questionnaire to the personnel/s and students, and an approval from the researcher’s adviser, for the actual floating of the questionnaire.

Table 2.4 Interpretation of the Mean Value Corresponding to the expectation and perception of the respondents

Numerical Equivalent	Statistical Range	Interpretation
5	4.20-5.00	Very Much Satisfied (VMS)
4	3.40-4.19	Satisfied (S)
3	2.60-3.39	Moderately Satisfied (MS)
2	1.80-2.59	UnSatisfied (US)
1	1.00-1.79	Very Much UnSatisfied (VMUS)

RESULTS AND DISCUSSION

Current Enrolment Structure of Pangasinan State University-Lingayen Campus

Pangasinan State University Management Information and Egovernance System Project (PSU-MIEGS) Highlights

Project Background

It is now an accepted concept that automation is an effective way on how an organization can improve its

operations, resulting to better productivity and governance. The proper utilization of ICT resources by making use of it as tools for improving works and services in an organization is the key to become competitive in the present world.

There is need for Pangasinan State University to improve its manual processes in its operations, to improve its administration and services to its clientele. This can be done with the implementation of an effective university-wide automation program that will lead to the modernization and global competitiveness of the university.

The Pangasinan State University Management Information and E-Governance System Project (PSU-MIEGS) has two main objectives: the establishment of an IT infrastructure that will interconnect all the campuses, and the deployment of the different information systems with databases that can be accessed centrally at the PSU Main Administration Office (“Pangasinan State University Management Information and Egovernance System Project (PSU-MIEGS) Highlights”).

The existence of the PSU-MIEGS project can be rooted out during the time of the PSU Eastern Cluster in 2006. Dr. Artemio M. Rebugio who was then the chancellor created the MIS Office in the Eastern Cluster, designating Mr. Aurelie A. Peralta as the MIS Chief. The main function of the MIS Office, is to develop computer programs that will help automate the operations of the eastern cluster more particularly its front-line services.

Mr. Peralta who turned out to be the concurrent OIC Program Dean of the Institute of ICT started the programming works for the development of the two priority Information Systems namely: the eCollection Management System for the Cashier’s Office and the X-System for the Office of the Registrar.

Table 3.1 Highlight of Activities of Enrolment System of Pangasinan State University

Year	Activity
2006	The eCollection Management System came out and was first deployed at the Cashier’s Office in Urdaneta Campus. The function of the said system is to automate the collection of payments and generation of Collection Reports. In 2007, the X-System was deployed and was first tested in the enrollment of the ICT students in the same campus.



2009	The Ecollection Management System and X-System was fully implemented in Urdaneta City Campus and the first automated enrolment in PSU was then realized. In 2010, Mr. Arni Rie F. Tamayo, a graduate of PSU Urdaneta and at present an ICT faculty in said campus, developed a system for the automation of class, faculty, and room scheduling. The system was named I-Scheduler and was integrated to the X-System.
2013	With the success of the Ecollection Management System, X-system, and the I-Scheduler in Urdaneta Campus, Dr. Artemio M. Rebugio, who was the Vice President for Business and Resource Generation, initiated a project with the goal of implementing the said systems in the entire University. He made a proposal to Dr. Victoriano C. Estira, the President that time, and was commissioned by Dr. Estira to form a task force that will implement the proposed project. This now gave birth to the PSU-MIEGS Project. The systems were implemented in Lingayen Campus and positive results were seen more particularly in speeding up the enrolment process of almost 7,000 students in said campus.
2014	The systems were implemented in San Carlos Campus, facilitating the enrolment of almost 4,000 students. In second semester of 2014, with Dr. Artemio Rebugio, as the OIC President of the University, the said systems were deployed simultaneously in the remaining six (6) campuses namely: Asingan, Binmaley, Bayambang, Infanta, Sta. Maria, and Alaminos City.

To date, a milestone in the history of PSU was achieved. All nine (9) campuses now have automated enrollment process. Despite these, there is still lot of works to be done in order to attain the full implementation of the PSU-MIEGS. There are challenges to be faced, more determination needed, but what is important is that the ball has started rolling (“Pangasinan State University Management Information and Egovernance System Project (PSU-MIEGS) Highlights”).

Features of the Systems

The X-System, Ecollection Management System, and the I-Scheduler are internally produced application programs. These are in-house programming works of IT Faculty members Mr. Peralta and Mr. Tamayo and were used in the university free of charge.

Table 3.1 Features of the Automated Enrolment System (“Pangasinan State University Management Information and Egovernance System Project (PSU-MIEGS) Highlights”)

XSystem	ECollection Management System	I-Scheduler
Management of Student Basic Information Records	Management of Accounts and their respective rates	Creation, Checking and Validation of given Class, Faculty, and Room Schedules
Management of Campus Curricula and Subject Records	Electronic recording of payments and collections	Scheduling auto-suggestions
Management of Student subject registrations and grades	Electronic printing of Official Receipts	Computation of Faculty Loadings
Management of Tuition Fee and Miscellaneous Rates	Automated generation of Collection Report	Printing of Class, Faculty, and Room Schedules
Management of Student Assessments and Ledgers	Automated generation of Accounts Summary	Printing of Faculty Lists and Loadings
Electronic Submission of Grades	Auto-posting of payments in the Student Ledgers	Provides the data needed by the X-System in terms of Certificate of Registration Printing and Printing of Class Lists
Faculty and Student Portal (Viewing of Classes, Subjects, Grades, and Assessments)		



Printing of Certificate of Registration and Assessment Slip		
Printing of Certification of Grades		
Printing of Class Lists		
Printing of Grade Slips		
Printing of Official Transcript of Records (OTR)		
Generation of Enrolment Statistics		
Web and Windows Interfaces		
Management of Users and System Security		
Automates collection of student fees at the Cashier's Office during enrolment		

- fees, printing and issuance of the Certificate of Registration and Assessment Slip.
3. Submission of the Assessment Slip, collection of payment, printing and issuance of Official Receipt.
4. Presentation of the Official Receipt, ID picture and data capturing process.
5. Submission of ID Picture and issuance of the Library Card.
6. Presentation of the Official Receipt, submission of the Registrar's Copy of the Certificate of Registration, and issuance of class cards.

Enrolment Procedure for Transferees

1. Submission of the Admission Test Result and all required documents and issuance of pre-enrolment form with the assigned Student Number.
2. Evaluation, checking and signing of the pre enrolment form.
3. Submission of the accomplished pre-enrolment form, subject registration and assessment of fees, printing and issuance of the Certificate of Registration and Assessment Slip.
4. Submission of the Assessment Slip, collection of payment, printing and issuance of the Official Receipt.
5. Presentation of the Official Receipt, ID picture and data capturing process.
6. Submission of ID Picture and issuance of the Library Card.
7. Presentation of the Official Receipt, submission of the Registrar's Copy of the Certificate of Registration, and issuance of class cards.

Enrolment Procedure for Old Students

1. Issuance of back accounts clearance.
2. Submission of clearance and issuance of pre-enrolment form.
3. Evaluation, checking and signing of the pre-enrolment form.
4. Submission of the accomplished pre-enrolment form, subject registration and assessment of fees, printing and issuance of the Certificate of Registration and Assessment Slip.
5. Submission of the Assessment Slip, collection of payment, printing and issuance of the Official Receipt.

Enrolment Procedure for New Freshmen

1. Submission of the Admission Test Result and all required documents and issuance of pre-enrolment form with the assigned Student Number.
2. Submission of the accomplished pre-enrolment form, subject registration and assessment of



6. Presentation of the Official Receipt, submission of the Registrar's Copy of the Certificate of Registration, and issuance of class cards.

Another objective of this study was to find out personnel and students' satisfaction on service quality with respect to service quality dimensions. From the findings, the research objectives were achieved by identifying the determinants of service quality as tangibility, reliability, responsiveness, competence, accessibility, courtesy, communication, credibility, security and understanding. The results of the data analysis of this study confirmed that the ten dimensions of Parasuraman in the Service Quality model affected the level of personnel and students satisfaction in Pangasinan State University-Lingayen Campus.

With regards to the second objective concerning the level of expected and perceived satisfaction of personnel in the delivery of enrolment system service, the findings revealed that personnel expect in the order of importance; tangibility, responsiveness, security, reliability and accessibility. This suggests that personnel of Pangasinan State University-Lingayen Campus expect from the service quality accessibility. On the other hand, the level of perceived satisfaction in the delivery of enrolment system service, the findings revealed that personnel dissatisfaction comes in the order of: security, responsiveness, tangibility, reliability and accessibility. This suggests that personnel of Pangasinan State University-Lingayen Campus want nothing from the enrolment system except security service. That is, they want the enrolment system secured from unauthorized users. Documents and other information provided for the students are confidential. Records of students should be safe from unauthorized users. Lastly, personnel are confident that the service provided is done correctly.

Furthermore, the third objective concerning the level of expected and perceived satisfaction of students in the service delivery of registrar office, assessment office and cashier office, the findings revealed that students expect in the order of importance; security, accessibility, tangibility,

reliability, understanding, communication, credibility, responsiveness, competence and courtesy. This suggests that students of Pangasinan State University-Lingayen Campus expect from the service quality courtesy. On the other hand, the level of perceived satisfaction in the delivery of registrar office, assessment office and cashier office, the findings revealed that students' dissatisfaction comes in the order of: tangibility, security, reliability, accessibility, communication, understanding, credibility, competence, responsiveness and courtesy. This suggests that students of Pangasinan State University-Lingayen Campus want nothing from the enrolment system except tangibility service. That is, they want the Enrolment System have modern-looking equipment. The physical facilities of is visually appealing. Personnel are well dressed and appear neat. Lastly, materials (such as Enrolment procedure, proper posting) are easy to understand.



**AN ACTION PLAN FOR THE SERVICE QUALITY ON THE ENROLMENT SYSTEM OF
PANGASINAN STATE UNIVERSITY-LINGAYEN CAMPUS**

Table 3.56 Action Plan for the Personnel/s

EXPECTED OUTPUT	ACTIVITY	DESCRIPTION	ESTIMATED COSTS (PhP)	RESPONSIBLE PERSON
TANGIBILITY 1. The Enrolment System should have adequate and appropriate equipment.	Upgrade Computer needed and other equipments	15 Computer Units Including Peripherals	400,000.00	MIS Office
		Network Infrastructure	25,000.00	
		Hosting Service (10 years)	16,000.00	
		Internet Connection per year	48,000.00	
RESPONSIVENESS 2. The Enrolment System should assure the employee's needs to accomplish on time.	Improve Standard Operating Procedures	Citizens Charter PSU Code Of Ethics	50,000.00	MIS Office IPPR Office
SECURITY 3. Records of students should be safe from unauthorized users.	Establish Physical, Hardware and Software Security Of Enrolment System	Padlock Computer Units Inside The Cabinet Type Computer Desk Table	38,000.00	MIS Office
		Password Authentication	2,900.00	
		License Anti-Virus (Enterprise)		
Legend:				
HIGHEST SERVICE QUALITY GAP		-1.08 – -1.35		
HIGH SERVICE QUALITY GAP		-0.81 – -1.07		
AVERAGE SERVICE QUALITY GAP		-0.54 – -0.80		
LOW SERVICE QUALITY GAP		-0.27 – -0.53		
LOWEST SERVICE QUALITY GAP		-0.1 – -0.26		

Table 3.57 Action Plan for Students



EXPECTED OUTPUT	ACTIVITY	DESCRIPTION	ESTIMATED COSTS (PhP)	RESPONSIBLE PERSON
TANGIBILITY 1. The Enrolment System should have modern-looking equipment. 2. The physical facilities of the Enrolment System should be visually appealing.	Upgrade Computer needed and other equipments	15 Computer Units Including Peripherals	400,000.00	MIS Office
		Network Infrastructure	25,000.00	
		Internet Subscription Hosting Service (10 years)	16,000.00	
		Internet Connection per year	48,000.00	
ACCESSIBILITY 3. The enrolment service access points should be conveniently located.	Renovate the area where enrolment take place	Roof	150,000.00	Engineering Office
		Barricades	30,000.00	
		Ventilation	25,000.00	
		Chairs	50,000.00	
Legend: HIGHEST SERVICE QUALITY GAP -1.24 – -1.55 HIGH SERVICE QUALITY GAP -0.93 – -1.23 AVERAGE SERVICE QUALITY GAP -0.62 – -0.92 LOW SERVICE QUALITY GAP -0.31 – -0.61 LOWEST SERVICE QUALITY GAP -0.1 – -0.30				



CONCLUSION AND RECOMMENDATION

Conclusion

Based on the findings of the study, the following conclusions are drawn:

1. The general level of Satisfaction of the personnel in terms of expectations is satisfied. They are expectedly satisfied with accessibility, reliability, tangibility, security and responsiveness. In terms of perception satisfaction, they are also satisfied with accessibility, reliability, tangibility, security and responsiveness.
2. The general level of Satisfaction of the students in the service delivery of registrar office, assessment office and cashier office in terms of expectations is satisfied. They are expectedly satisfied with courtesy, responsiveness, competence, credibility, understanding, communication, accessibility, reliability, tangibility, and security. In terms of perception satisfaction, they are also satisfied with responsiveness, communication and security in the service delivery of registrar office. But they are moderately satisfied with tangibility, reliability, competence, accessibility, courtesy, credibility and understanding. Students are also satisfied in the service delivery of assessment office with competence, communication, credibility and security. But they are moderately satisfied with tangibility, reliability, responsiveness, accessibility, courtesy, and understanding. Lastly, students are satisfied in the service delivery of cashier office with communication and security. But they are moderately satisfied with tangibility, reliability, responsiveness, competence, accessibility, courtesy, credibility and understanding.
3. The quality of enrolment system service and personnel service can be enhanced by developing an action plan focused on personnel and students service to be used by Pangasinan State University-Lingayen Campus.

Recommendations

In this section, a list of recommendations is presented based on the findings of the study conducted on the level of satisfaction of personnel and students of Pangasinan State University-Lingayen Campus.

1. In order to improve service quality, Pangasinan State University-Lingayen Campus should continuously develop effective strategies like adopting an action plan.
2. Further studies should also be extended to keep track of the service quality satisfaction of clients.
3. Continuously improve other service quality dimensions.

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