

# Students' Satisfaction Level of the Academic and Non-Academic Services Offered at Iloilo State University of Fisheries Science and Technology Main Campus Poblacion Site

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**Abstract**— This study was conducted to determine students' satisfaction with the academic and non-academic services offered at Iloilo State University of Fisheries Science and Technology (ISUFST) Main Campus Poblacion Site.

The study respondents were 263 students during the second semester of the 2023-2024 school year. There were more female respondents (53%) than males (47%). All the colleges, including the College of Education, College of Industrial Technology, College of Hotel Management, and College of Information and Communication Technology, were proportionately represented, with 29 (23%), 25 (20%), 55 (42%), and 19 (15%) students, respectively. This study made use of stratified random sampling in selecting the sample size.

The data obtained from the study were statistically interpreted using the mean, t-test, and ANOVA generated from SPSS (Statistical Packages for Social Science).

The study results show that the respondents from the different colleges were all "very satisfied" with the academic and non-academic services offered at ISUFST Poblacion Site. And there are no significant differences in the students' satisfaction level of the academic and non-academic services of ISUFST Site when grouped by sex and college.

Some of the recommendations are that the teachers may examine their professional and personal qualities and reflect on what needs to be enhanced and developed. The use of various teaching strategies is encouraged. Likewise, students enjoy the lesson when presented in multiple formats; thus, the application of the latest technology in the classroom may be given consideration.

**Keywords**— Students, Academic Activities, Satisfaction, Services.

## INTRODUCTION

Educational institutions, like any other industry, are experiencing rapid change, particularly as competition intensifies with the growing presence of both local and foreign colleges in the country. Any institution strives to be competitive to attract more students and to retain them once they are already enrolled. Iloilo State University of Fisheries Science and Technology (ISUFST) Main Campus Poblacion Site Barotac Nuevo, Iloilo is not spared from experiencing this. ISUFST Poblacion Site is a thriving University in the

fourth district of Iloilo. It is one of the University in the central part of Iloilo which offers various technical and baccalaureate programs. The school is dedicated to nurturing all students' creativity, potential, and well-being. Over the years, ISUFST Poblacion Site has grown to be an institution that contributes to the development of the students through the quality education it offers. Adorned with qualified teachers and an enriched curriculum, the school has a mission to "produce graduates who will become leaders in teaching, research, extension in the basic and

advanced fisheries and marine sciences, agriculture, teacher education and technology in Western Visayas.” In carrying out this mission, ISUFST Poblacion Site vows to provide the best services to its clients, who are the students.

ISUFST Poblacion Site have made it to a point to design and deliver its academic services, which include instruction and non-academic services, including the library, cafeteria, guidance and socio-cultural services, which aim to promote a sense of academic and social community among students.

Traditionally, higher-education institutions have focused on studying and supporting the teaching components of education while neglecting factors that support student learning (Chen & Willits, 1998). Along with the academic experience of the students is their social, moral and physical development.

It is believed that the students’ positive feelings and satisfaction are contingent on the students’ academic and social experiences obtained at the particular institution (Aitken, 1982; Betz, Menne, Starr, & Klingensmith, 1971; Danielson, 1998; Hatcher, et al., 1992; Stikes 1984; Tinto, 1993). Hence, both academic and non-academic services have to meet the expectations of the students.

With its diverse students, any institution has to cater to the needs and interests of the students to improve customer satisfaction and also customer loyalty. Zeithaml, Parasuraman, and Berry’s (1992) believed that poor performance among service-related businesses often resulted from inadequate information about their own customers.

To have a competitive edge, an organization must consistently and regularly identify attributes that are important to its customers’ satisfaction. Hence, this study.

The purpose of this study is to ascertain the students’ satisfaction level of the academic and non-academic services offered at Iloilo State University of Fisheries Science and Technology Main Campus Poblacion Site

Furthermore, this study aimed to determine the level of satisfaction experienced by the students in terms of the academic and non-academic services offered at , ISUFST Poblacion Site. Specifically, it is intended to find answers to the following questions: What is the level of satisfaction of the students of ISUFST Pob. Site with regards to the academic and non-academic services offered by the college when taken as an entire group? What is the level of satisfaction of the students of ISUFST Poblacion Site with regards to the academic and non-academic services offered by the college when classified as to college and sex? Are there significant differences in the satisfaction level of the students of the academic and non-academic services when classified as to college and sex? Moreover, the study aimed to find out the significant differences in the students’ level of satisfaction of the academic and non-academic services offered by the college when classified as to course and sex.

## 2. METHODOLOGY

This study used the descriptive method of research. According to Travers (1992), descriptive research is a design which aims to “describe the nature of situation as it exists at the time of the study and explore the cause of a particular phenomenon”. Moreover, Parel (1978) stated that descriptive research seeks familiarity with the subject, and provides the necessary background for the formulation of a more precise problem for the subsequent more specific study and for the development of hypothesis.

The respondents of the study were the two hundred sixty-three (263) students during the second semester for the school year 2023-2024.

There were more female respondents (53%) than males (47%). All the colleges which include the College of Education, College of Industrial Technology, College of Hotel Management and College of Information and Communication Technology were proportionately represented with 29 (23%), 25 (20%), 55 (42%) and 19 (15%) students respectively.

Table 1 presents the profile of the respondents in terms of sex, age and school they belong.

*Table 1: Distribution of the Respondents*

Category	Sub-category	Frequency Count	Percentage
<b>Entire Group</b>	—	128	100%
<b>Sex</b>	Male	61	47%
	Female	67	53%
<b>College</b>	COED	29	23%
	CIT	25	20%
	CHM	55	42%
	CICT	19	15%

This study made use of the stratified random sampling. This sampling method is appropriate in this study to give all the student-teachers the chance to be selected as respondents.

#### **Research Instrument**

Questionnaire-checklist was utilized by the researchers in gathering the data regarding the level of satisfaction of the students with regards to the academic and non-academic services offered at ISUFST Poblacion Site. The survey included questions on demographics like sex and Course. The questionnaire consisted of 30 items. Fifteen items fall under the academic services and the other half of non-academic services. The item values for students' satisfaction level was set at strongly disagree = 1, disagree = 2, neither disagree nor agree = 3, agree = 4, and strongly agree = 5

To ensure the validity of the instrument, the panel of validators who are experts in the field checked the instrument as to its content and face value.

The overall mean was computed and described as follows:

Score Range	Interpretation
<b>4.20 – 5.00</b>	Very Satisfied
<b>3.40 – 4.19</b>	Somewhat Satisfied
<b>2.60 – 3.39</b>	Neutral
<b>1.80 – 2.59</b>	Somewhat Dissatisfied
<b>1.00 – 1.79</b>	Very Dissatisfied

**T-test.** T-test was used to compare the respondents' level of satisfaction of the non-academic services when classified as to sex.

#### **Data Gathering Procedure**

Permission was sought from the Campus Administrator to conduct the study. Likewise, the researchers asked permission from the Chair of Instruction and the Dean of the colleges. When permission was secured, the researchers then produced copies of the instrument and set the schedule in conducting the instrument to the respondents. The researchers personally facilitated the distribution of the questionnaire. After all the necessary data were gathered, the researchers thanked the respondents for the cooperation. The data gathered were then tabulated, statistically processed, analysed and interpreted.

#### **Data Analysis Procedures**

The data obtained from the study were statistically interpreted using the mean, t-test and ANOVA generated from SPSS (Statistical Packages for Social Science).

**Mean.** Mean was used to determine the satisfaction level of the students.

**ANOVA.** This statistical tool was used to compare the respondents' level of satisfaction of the non-academic services when classified as to course.

### **3. RESULTS AND DISCUSSION**

#### **Level of Satisfaction of the Academic and Non-Academic Services when Taken as an Entire Group**

Table 2 reflects the level of satisfaction of the students of the academic and non-academic services offered at ISUFST Poblacion Site when taken as an entire group. The result showed that respondents are “very satisfied” with the academic and non-academic services offered at ISUFST Poblacion Site as reflected in the mean of 4.41 and 4.30 respectively.

This implies that the respondents found the content of the course they are currently enrolled valuable. They also found the teachers to be knowledgeable of the subject they are handling and prepared with the lessons. In general, they believed that their academic experience at ISUFST Poblacion Site was excellent and worthwhile.

The present finding indicates that the students are happy with the services at ISUFST Poblacion Site who at present enjoys the prestige of Level 2 accredited in

the Bachelor of Secondary Education, Bachelor of Elementary Education, Bachelor of Science in Industrial Technology programs, Bachelor of Science in Information Technology and Bachelor of Science in Hotel and Restaurant Management. These accreditation level which was awarded by AACCUP indicates that these programs passed the criteria or standard for excellence and quality education. The result further indicates that ISUFST Poblacion Site is generally performing at or above the expectations of the students.

Classification	Mean	Description
Academic Services	4.41	Very Satisfied
Non-academic Services	4.30	Very Satisfied

Legend:

- 4.20-5.00 - Very Satisfied
- 3.40-4.19 – Somewhat Satisfied

**Level of Satisfaction of the Academic and Non-Academic Services when Classified as to Sex**

Table 3. The level of satisfaction of the students of the academic and non-academic services offered at ISUFST Poblacion Site when classified as to sex is reflected in Table 3. The result showed that both male and female respondents are “very satisfied” with the academic and non-academic services as reflected in

- 2.60-3.39 – Neutral
- 1.80-2.59 – Somewhat Dissatisfied
- 1.00-1.79 – Very Dissatisfied

the mean shown in table 3. This implies that both sexes agreed that academically their experience with ISCOF-BNC is valuable and worthwhile since they believe that teachers use varied teaching strategies and are knowledgeable with the subjects they handled. The present finding suggests that ISUFST Poblacion Site are largely doing a good job in terms of providing appropriate knowledge and skills to the students.

Classification	Sub-category	Mean	Description
Female	Academic Services	4.42	Very Satisfied
	Non-academic Services	4.31	Very Satisfied
Male	Academic Services	4.40	Very Satisfied
	Non-academic Services	4.28	Very Satisfied

Legend:

- 4.20-5.00 - Very Satisfied
- 3.40-4.19 – Somewhat Satisfied

- 2.60-3.39 – Neutral
- 1.80-2.59 – Somewhat Dissatisfied
- 1.00-1.79 – Very Dissatisfied

**Level of Satisfaction of the Academic and Non-Academic Services when Classified as to College**

Table 4 reflects the level of satisfaction of the students of the academic and non-academic services when classified as to College. The result revealed that respondents coming from the College of Education, College of Industrial Technology, College of

Hospitality Management and College of Information and Communication Technology were “very satisfied” with the academic and non-academic services offered at ISCOF-SEC as reflected in the mean in table 4. The result implies that all respondents in the different colleges found the content of the course they are currently enrolled valuable. They also found the

teachers to be knowledgeable of the subject they are handling and prepared with the lessons. The present

finding indicates that the students are happy with the services at ISUFST Poblacion Site.

**Table 4: Level of Satisfaction of Academic and Non-Academic Services (Grouped by College)**

Classification	Sub-category	Mean	Description
COED	Academic Services	4.45	Very Satisfied
	Non-academic Services	4.31	Very Satisfied
CIT	Academic Services	4.40	Very Satisfied
	Non-academic Services	4.32	Very Satisfied
CHM	Academic Services	4.45	Very Satisfied
	Non-academic Services	4.27	Very Satisfied
CICT	Academic Services	4.26	Very Satisfied
	Non-academic Services	4.32	Very Satisfied

Score Range	Interpretation
4.20 – 5.00	Very Satisfied
3.40 – 4.19	Somewhat Satisfied
2.60 – 3.39	Neutral
1.80 – 2.59	Somewhat Dissatisfied
1.00 – 1.79	Very Dissatisfied

**Difference on the Level of Satisfaction of the Students of the Academic and Non-academic Services when grouped as to Sex**

Table 5 presents the result on the difference on the level of satisfaction of the students of the academic and non-academic services when grouped as to sex.

A not significant difference was revealed in the level of satisfaction of the students of the academic services when grouped as to sex,  $t(126) = .158$ ,  $p = .875$ . Likewise, a not significant difference was also revealed in the level of satisfaction of the students of

the non-academic services when grouped as to sex,  $t(126) = .261$ ,  $p = .794$ .

In this regard, the null hypothesis, that no significant difference exists between the male and female respondents' level of satisfaction of the academic and non-academic services, was not rejected.

The present finding contradicts the findings of Yu (2012) who claimed that gender has a significant effect on satisfaction.

**Table 5: T-test Showing the Difference in Satisfaction (Academic and Non-academic Services)**

Classification	Group	N	Mean	df	t-value	Sig. V
Academic Services	Male	61	4.40	126	0.158	0.875
	Female	67	4.42	—	—	—
Non-academic Services	Male	61	4.40	126	0.261	0.794
	Female	67	4.42	—	—	—

Note:  $p > 0.05$ , not significant at 0.05 alpha level.

Difference in the Level of Satisfaction of the Students of the Academic and Non-academic Services when grouped as to College.

Table 6 presents the results on the level of satisfaction of the students of the academic and non-academic services when grouped as to college.

A non-significant difference existed in the level of satisfaction of the students of the academic and non-academic services when grouped as to college, considering the result  $p < .05$  as seen in Table 6.

In this regard, the null hypothesis, which states that no significant differences exist between respondents' level of satisfaction with the academic and non-

academic services when grouped as to school, was not rejected.

The result implies that the level of satisfaction of the students of the academic and non-academic services is the same when they were categorised according to college. Although the students belong to the same institution yet the teachers handling the subjects differ.

**Table 6:** ANOVA Result Showing the Difference in Satisfaction (Grouped by Sex)

Sources of Variation	df	Sum of Squares	Mean Squares	F-value	Sig. (2-tailed)
<b>Academic Services</b>					
Between Groups	3	0.562	0.187	0.460	0.711
Within Groups	124	50.493	0.407	—	—
<b>Non-academic Services</b>					
Between Groups	3	0.057	0.019	0.045	0.987
Within Groups	124	52.661	0.425	—	—

Note:  $p > 0.05$ , not significant at 0.05 alpha level.

#### 4. SUMMARY, FINDING, CONCLUSIONS, AND RECOMMENDATIONS

##### Summary

This descriptive research design aimed to determine the level of satisfaction of the students of ISUFST Poblacion Site about the academic and non-academic services offered by the college when taken as an entire group and when classified as to sex and the college they belong to. This study also aimed to determine if there are significant differences in the satisfaction level of the students of the academic and non-academic services when classified as to variables.

The survey instrument was administered to students who are officially enrolled at ISUFST Poblacion Site during the first semester of the academic year 2020-2021. The study was conducted before the end of the first semester, utilising the students from the four colleges. To ensure that all groups of students are well-represented, a stratified random sampling technique was utilized. Sample size was determined using the Slovene's formula. Mean, t-test and ANOVA were used in analysing the data. Inferential statistics was set at a 0.05 level of significance.

##### 4.1 Findings

The findings of the study are the following:

The respondents are "very satisfied" with the academic and non-academic services offered at ISUFST Poblacion Site as reflected in the means.

Both male and female respondents are "very satisfied" with the academic and non-academic services.

Respondents coming from the different colleges were all "very satisfied" with the academic and non-academic services offered at ISUFST Poblacion Site

There are no significant differences in the satisfaction level of the students of the academic and non-academic services of ISUFST Poblacion Site when grouped as to sex and college.

##### 4.2 Conclusion

Based on the results of the study, these notable conclusions are made:

- The expectations of the students in terms of the academic and non-academic services of the institution are met.
- Both male and female respondents are "very satisfied" with the academic and non-academic services of the school.
- When respondents are grouped according to college, namely COED, CIT, CICT AND CHM,

the level of satisfaction with the academic and non-academic services are “very satisfied”.

- Regardless of sex and college where the student’s enrolled, the level of satisfaction with the academic and non-academic services is “very satisfied”.

#### **4.3 Recommendations**

Based on the findings and conclusions of this study, the researcher suggested the following recommendations:

- The teachers may examine their professional and personal qualities and reflect on what needs to be enhanced and developed. The use of various teaching strategies is encouraged. Likewise, students enjoy the lesson when presented in various formats, thus the application of the latest technology in the classroom may be given consideration.
- Student affairs coordinators who are directly involved in conducting student activities may design programs for the total development of the students particularly in areas where they rated low.
- The repair of dormitories may be considered if fund warrants. Services like counselling, scholarships and financial assistance may be strengthened.
- The process of determining the level of students’ satisfaction may be done regularly. The result serves as valuable information on the areas that matter to students and help institutions gain a better understanding of their strengths and challenges. It is also through this process that an institution can be assured of the quality of learning experiences that can be offered to the students.
- Research results may be shared with the appropriate colleges, departments and offices and a plan of action must be undertaken to improve and enhance what seems to be lacking. In this competitive arena, satisfaction with services may make the difference to retain students and may offer higher chances of being chosen by incoming freshmen students.

- Although students find their course valuable, a periodic review of the curriculum is a must in order to satisfactorily provide the students with the desired knowledge, training, skills and attitudes to meet the challenges of time.
- Future research is recommended to verify and generalize the findings among diverse students. In addition, other variables (e.g., class size, course structure, and so on) that may affect student satisfaction may be included and examined to gain better understanding of the students’ needs.

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