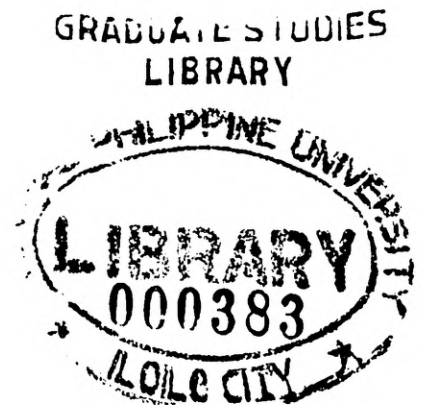


**THE LEVEL OF SATISFACTION OF THE SECONDARY CUSTOMERS OF
CENTRAL PHILIPPINE UNIVERSITY IN SCHOOL-YEAR 2006-2007
AND THE POSSIBILITY OF SENDING RETURN CUSTOMERS
TO THE UNIVERSITY**

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ABSTRACT

This survey-correlational study using a sample survey attempted to analyze the level of satisfaction of the secondary customers of Central Philippine University and the possibility of sending secondary customers to the university. This study likewise determined percentages, differences, predictive significance of the variables, and the direction and significance of the relationship between variables. Data for this investigation were gathered from the 383 parents of students enrolled in the different colleges and departments of the University for school-year 2006-2007, using an eleven-section researcher-made data gathering instrument. The instrument was face validated, pilot tested and revised using factor analysis via Statistical Package for Social Sciences (SPSS) 10.00. Data gathered were presented using percentages, means and standard deviations, and analyzed using, stepwise multiple regression analysis and pearson's product moment correlation coefficient, and chi – square – test for independent samples. The alpha level for inferential statistics was set at .05. Results of the investigation revealed that the respondents are well informed about the admission and enrollment procedure and consider the procedure easy. Their level of knowledge about tuition fees is high and consider the tuition and fees high. They are knowledgeable about billing practices and consider these practices advantageous to parents. Generally, they are

moderately familiar with the instructional effectiveness and perceive academic instruction to be effective. They are familiar with and view the University's grading system to be efficient. They are familiar with the educational climate of the University and believe it is conducive to learning. They are aware that their children's are safe and secure in the University. They are moderately familiar of the University's support services and consider these services adequate. They are satisfied with the University's services and are certain to send return customers to the University. Age was found to be significantly related to billing practices, safety and security and support services. Number of children was found significantly related to instructional effectiveness, and educational climate. Number of children at CPU was found significantly related to tuition and fees. Aside from Admission and enrollment Procedure and Tuition and Fees, being CPU graduate or not was found significantly related to Instructional Effectiveness, Educational Climate, Safety and Security and Support Services. There are six predictors for customer satisfaction and three for return customers. The two dependent variables Customer Satisfaction and Return Customers are significantly related.