

**College Students' Expectations and Experiences of Business Office
Services at Higher Education Institution in Iloilo City:
A Customer Satisfaction Analysis**

A Special Paper

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by

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Abstract

The study determined the expectations, experiences, and satisfaction dissatisfaction with the business office services of college students in Higher Education Institution. Descriptive- correlation method was used and there were 376 students from various colleges participated in the online survey.

The majority of the respondents place a high value on reliability, responsiveness, assurance, and empathy in the payment of tuition and fees and the encashment of refunds, whereas they place a high value on tangibility in the assessment, scholarship verification, and promissory notes. The respondents have "good" to "very good" experiences with the services related to assessment, scholarship verification, and promissory notes, as well as good experiences with the payment of tuition, fees, or encashment, refund requests, and signing clearance documents. They were satisfied with the services of the Requisition of Refunds/Signing of Clearance in the five dimensions of service quality, but not with the services of the Assessment/Scholarship Verification/Promissory Notes in terms of the tangibility, reliability, and responsiveness dimensions. They expressed satisfaction with the service quality of the request for refunds or clearance in all five dimensions, as well as with the promptness of tuition/fee payments or encashment, assurance of assessment/scholarship verification, and empathy of assessment/scholarship verification. They have mixed feelings about the Payment of Tuition/Fees or Encashment Section's tangibility, reliability, assurance, and empathy but are happy with its responsiveness. Their degree of experience and expectation did not significantly differ by profile.