

**SECONDARY CUSTOMER EXPECTATION OF THE EDUCATIONAL
SERVICES AND FACILITIES OF CENTRAL PHILIPPINE UNIVERSITY
FOR SCHOOLYEAR 2005-2006**

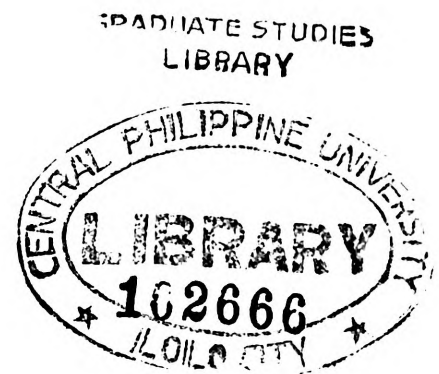
A Research Report

Presented to

The University Research Center

Central Philippine University

Jaro, Iloilo City



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October 2005

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ABSTRACT

This survey-correlational study attempted to determine the level of satisfaction of the secondary customers of the University on its educational services and facilities for school-year 2005- 2006. This investigation likewise determined percentages, means and standard deviations, significance of the differences, and the direction and significance of the relationship between variables. Data for this investigation were gathered from 355 parents/guardians of students from different colleges of the University for school-year 2005-2006 using a 10 section researcher-made data gathering instrument. The instrument was face and content validated and revised. Data gathered were presented using percentages, means and standard deviations, and analyzed using the *t*-test for independent samples and pearson's product moment correlation coefficient. Alpha level for inferential statistics was set at .05. Results of the investigation revealed the respondents have a high expectation on the University's educational services and facilities but differed significantly in their expectation in terms of monthly income. They considered admission and enrollment easy and view the tuition and fees to be expensive. The respondents expect efficient billing practices and significantly differed in only one category. They also expect an effective academic instruction, efficient grading system, and an

educational climate which is conducive to learning. They expect to be safe and secure while studying in the University but differed significantly in one category and expect an adequate support services. There is no significant relationship between age, address, number of children and the 9 dependent variables. Significant relationship was found between number of children enrolled at CPU and tuition and fees and safety and security as well as between monthly income and overall level of expectation, tuition and fees, and instructional effectiveness. Significant relationship was also found between whether the respondent is an alumnus of CPU and admission and enrollment procedure and billing practices of the University.