PRIMARY CUSTOMER EXPECTATION OF THE EDUCATIONAL SERVICES

AND FACILITIES OF CENTRAL PHILIPPINE UNIVERSITY

FOR SCHOOLYEAR 2005-2006

A Research Report
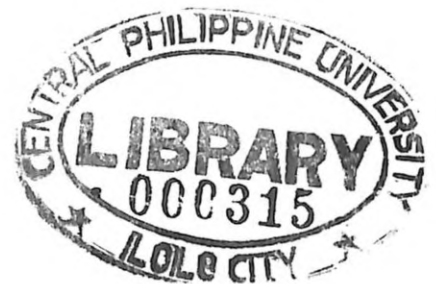
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ABSTRACT

This survey-correlational study attempted to determine the level of satisfaction of the primary customers or the students of the University with 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 351 students from seven different colleges of the University for school-year 2005-2006 using a ten (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 that the respondents have a high expectation of the University's educational services and facilities but differed significantly in certain categories. They considered admission and enrollment easy and generally viewed the tuition and fees to be just about right. The respondents expected efficient billing practices and significantly differed in only one category. They also expected an effective academic instruction, efficient grading system,

and an academic climate conducive to learning. They expected to be safe and secure while studying in the University but differed significantly in certain categories. The respondents expected adequate support services but differed significantly in certain categories. The result of the investigation revealed a positive and significant relationship between the independent variable and the eight (8) dependent variables.