Quality Customer Services
a Private Higher Education Institution

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ABSTRACT

Customers are the absolute need of the organization. It is the only reason for being in business; hence, they should be delighted. The study aims to determine the quality of customer services of Saint Michael College of Caraga in areas of School Registrar, School Accounting, and Electronic Data Processing. This study utilized the descriptive method
attempted to gather data and collect existing information related to this study. The respondents were the personnel, parents, and the students of Saint Michael College of Caraga. The findings show that the refinement of the service quality would be useful in improving customer satisfaction and customer retention. The researchers found out that majority of the respondents are moderately satisfied with the quality customer services of the facilities. It only shows that the School Registrar, Accounting, and Electronic Data Processing had performed their duties moderately towards their customers. Thus, the researchers recommend the enhancement program for the personnel in charge in the School Registrar, Accounting and Electronic Data Processing for the betterment of their services.

KEYWORDS

Student Satisfaction, Parent Satisfaction, Personnel Satisfaction, Student Development, Quality Service, descriptive method, Philippines.

INTRODUCTION

Customers are the absolute need of the organization. They are the key to the success of an organization. The progress of every service industry always depends on its customers. Thus, the service industry must understand, satisfy, and identify the real requirements of its customers.

However, customer consistently relies on the quality of product and services offered by the organization as what the old saying goes “If the product is good then the customer will come back (again); If not, the product will come back (returned).” De Matos & Rossi (2008) said, “Quality is its essence a way of management of the organization.” Therefore, every organization should plan the right strategies for dealing with customers, communicating with them, providing satisfying services and retaining them forever with specially chosen customer contact employees, all leading to satisfaction.

There are numerous services providers such as schools, hospitals, restaurants, hotels, banks, insurance agencies, governments departments, and many others. In this case, we would like to study the services of Saint Michael College of Caraga regarding the level of customer satisfaction in the school particularly in three specific areas the School Registrar, Electronic Data Processes (EDP) and the Accounting office as researcher basis for enhancement program (De Matos & Rossi, 2008).

School Registrar is an office that was in charge to log and maintain enrolled students’ academic records. Such as grade, attendance, transfer, and immunization records. It is their responsibility to oversee the enrolment process for new students and to gather all required information, also in coordinating class schedules and resolving scheduling conflicts of the students.
Further duties may include responding to a transcript of requests, planning commencement activities, preparing honor list and determining graduation eligibility. And also, Registrar was assigned to maintain and disseminate curriculum requirements for the available academic disciplines (Motita, 2015).

While the accounting office was primarily tasked to keep up the record of the students' activity accounts, to receive and deposit money in a timely fashion that was required by the law. They must enter correct acquisitions into the computerized system. They were assigned to check the bills for all organizations excluding files and copies of the convenience of all purchase orders, requisitions, delivery receipts and other related records up to the time they can be disposed of. Accounting office people make principal secretary's functions, linking and balancing small cash making and checking accounts (Domingo, 1997).

And the Electronic Data Process Center (EDP). They provide technical assistance to computer users, answering questions or solving computer problems right away for clients personally or by phone or electronic, they deliver help concerns on how to use hardware and software, it also includes printing, word processing, Electronic mail Operating system, and Computer Laboratories installation.

The study makes a serious investigation of the Quality Customer Services of Saint Michael College of Caraga regarding on how the employees in charge in (EDP) Electronic Data Processes, Accounting and Registrar will interact with their clients. Hence, the researchers believe that (TQM) Total Quality management would be useful information to Saint Michael College of Caraga to enhance more their Quality Customer Services.

Saint Michael College of Caraga was established by the Missionarii Sacratissimi Cordis (MSC) fathers in 1948 it was formerly known as Saint Michael Institute (SMI). The name Saint Michael College of Caraga was suggested by Vanessa P. Del Rosario in the year 2001 during their board meeting. The school rule by the Roman Catholic Diocese of Butuan in the Philippines it is the only one Catholic school in Nasipit, Agusan del Norte that was situated particularly along the Atupan Street beside Saint Michael the Archangel Parish Church.

In the year 2016, they open an additional department, such as the Research and Publication Department, in the year 2003, the Accounting Department was established. Through the un-ending successful of our Saint Michael College of Caraga in the year 2015. Saint Michael College of Caraga has a Higher Education Research Journal Book 1 was published and granted with ISBN and ISSN with Engr Criseldo Calinawan and Dr. Genaro Japos as lead proponents.

In the year 2016, Saint Michael College of Caraga opened an additional department, the Learning Resource Department and the Research Publication Department includes the Library, IM Center, and E-Library. They provide Guidance counseling which is an integral part of the institutions that offers assistance that would help students in making excellence decisions. It is part of the institutional service program to assist students and
parents in build a lasting wholesome family relationship.

According to Motita (2015), the findings show that the refinement of service quality would be useful in improving customer satisfaction and customer retention. And this will be advantageous to the following: School Administration, Human Resource Management, Business Establishment, Customers, and for the Future Researcher. The result of the study will provide great help to the school regarding on how the School Administration and Human Resource Management will improve more their Quality Customer Service to gain the loyalty of their customer and to retain them.

Also, for the Business Establishments, the findings of this study will serve as the basis for formulating guidelines in operation to be able to design programs to improve its services that would meet the customer’s expectation. As well as the customers will also be benefited by the result of this study, the customers will be aware of the marketing strategies and practices of the school to satisfy their needs and wants. And lastly, for the Future Researcher, the findings of the study will serve as their guidelines on finding valuable information on how they will provide Quality Customer Services.

**FRAMEWORK**

Customer service is the central part of any successful business, as it provides an incentive for customers to come back (Ryals, 2005). Bringing in new customers won’t keep a business profitable for long if those customers don’t come back for more and they will only do this if they are satisfied. If they are satisfied, they will market to you, spread the word and bring in new customers (De Matos & Rossi, 2008).

According to Motita (2015) quality of a product or services in simple terms for the suitability use by the customer. Quality has to be perceived by the customer, the perception of the supplier is also important, but the customer experience of the quality of a product or service is more important. Quality does not mean an expensive product; on the contrary, it is fitness for the use of the customer. International Organization for Standardization 9000 (ISO) is: “The totality of features and characteristics of a product or service, that bear on its ability to satisfy a given or implied need.” Thus, quality is common both to products and services, it is essential for satisfying the customer needs, both state and unstated (implied). The latter is more dominant in a service. When there is a contract for the supply of a product or service, the needs will be specified clearly (Motita, 2015). TQM means long-term success, which is achieved through customer satisfaction and benefits the employees and society.

The benefits of TQM include not only the profits but also the success of the organization in term of satisfaction of the customers and hence more business, and goodwill of the society at large towards the organization. The standard also stipulates that a strong and persistent leadership of top management and training of all members of the organization as it aids in achieving the organization’s objectives and goals. TQM aims at continuous improvement of the current practices so that the customer satisfaction and
employee satisfaction improve day by day (Pulido, Stone, & Strevel, 2014).

The most important requirement for success in any industry is to understand the psychology of the customers. It may difficult to follow one simple rule for all the customers. While some customers will be nice, willing to listen and cooperate, others may be unreasonable (Evans & Lindsay, 2013).

The organization may think of saying “no” to such customers. But this customer may stop ten other good customers who are willing to avail the services. Therefore, the organization cannot say no to such customers (Domingo, 1997). At the same time, such customers may irritate the customer contact employees. Therefore, such customers have to be handled tactfully. Even for winning a bid or contract, the customer contact employees should not mislead those (Evans & Lindsay, 2013).

They should not give false hope to the customers. If they follow such principles, they will be no surprise for the customer. It is better to lose a customer by telling the truth rather than getting a customer by giving false promises. This should be clearly understood to reduce a problem in a service organization. If this is done, then the customer will understand and may be willing to give some more time to complete the job.

Therefore, the customer should not be given surprises. Implementing services should be accumulated so that the mistakes are not repeated.

There are two checkpoints in a service requirements finalization. It may be challenging to say whether the customer is satisfied or not; whether customer satisfaction is improving or not (Evans & Lindsay, 2013). It is also very essential to measure customer satisfaction to stay ahead of the competition. Each business unit has to conduct its business in such a way that it can achieve more customer satisfaction than its competitors at all times as the competitors would also try to satisfy their customer more and more, day by day (Pulido, Stone, & Strevel, 2014).

Therefore, to face and win the competitors, every organization should continue to improve their products and services and attain higher levels of customer satisfaction (Pulido, Stone, & Strevel, 2014).

In an organization, there is feedback regarding the services offered by the organization, and it is difficult to obtain. It is common to see that as soon as a service is delivered, the customer will rush to carry out the other task elsewhere. He may be prepared to wait even for a longer time to take delivery of the item ordered, but, may not like to wait even for a second after the service is delivered (Doming, 1997).

According to ISO 9000 Standards, Quality management comprises “All activities of the overall management function that determine the quality policy, objectives, and responsibilities and implement them by means such as the quality planning, quality control, quality assurance, and quality improvement within the quality system. ISO 9001 is the international standard that specifies requirements for a quality management system (QMS). Organizations use the standard to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements. It is the
most popular standard in the ISO 9000 series and the only standard in the series to which organizations can certify.

ISO 9001:2015 applies to any organization, regardless of size or industry. More than one million organizations from more than 160 countries have applied the ISO 9001 standard requirements to their quality management systems.

Organizations of all types and sizes find that using the ISO 9001 standard helps them:

- Organize processes
- Improve the efficiency of processes
- Continually improve

According to Mossberg (2007), “Maintaining an audience is difficult.” It demands a firmness of thought, purpose, and action for a long time. He points out his route to the musical story, but his words are as relevant to the world of customer experience. The formation can be one of the least inspirational topics for most managers. But this is quite significant, especially at a time when retail channels are proliferating, and consumer choice and empowerment are increasing. Consistency will help in satisfying a customer (Pulido, Stone, & Strevel, 2014).

Traditional companies will try to satisfy customers, not delight or surprise them. Satisfaction is not a guarantee of loyalty and repeat sales it is finite, measurable, and therefore, replicable by competition. It is based on given specifications which are known to everybody the supplier, the customer, and the competitors. To move two steps ahead of the competition, aim to delight and then to surprise customers non-stop. Customer satisfaction is left-brained while delight and surprise are right-brained approaches to quality. Total quality companies keep their competitors wondering how and why they keep customers happy and loyal (Gustafsson, Johnson, & Roos, 2005).

Serving customers do not necessarily mean satisfying customers. It is just easy to lose satisfied customers as dissatisfied ones to competitors. A happy customer is not a loyal customer. Happy customers do not necessarily develop brand loyalty just because they get what they asked or paid. They are not necessarily loyal or repeat customers. Customer satisfaction means fulfilling their needs, requirements, and specifications which have to prove to the consumers. Your clients can switch to your competitor without warning, remorse, or second thoughts and they have all the right to do so. Satisfied customers do not remember you or your service. Competitors can always exceed your service and can take away your clients by doing it better (Gustafsson, Johnson, & Roos, 2005).

Dissatisfied customers are angry customers. They may or may not express their dissatisfaction with the company. Most of the time they will not. Satisfied customers, on the other hand, are quiet, passive, and indifferent customers. By contrast, delighted customers are happy customers. Companies which aim for customer satisfaction are often adaptive or reactive.
The study shows that ongoing satisfaction leads to loyalty. An organization guarantees customers that if they place trust in them, they will make sure that they will continue providing better services. Retention is a worthy goal to aim. To gain a high return, the company must build customer loyalty. The loyal buyers will tend to buy more, and they usually endorse your business to others (Reinartz, Thomas, & Kumar, 2005).

While most companies use more cash to acquire customers because they view it as an easy way to increase revenue and keep customers. Selling to consumers who you have acquired a relationship is usually a simpler way to grow because you do not need to be attracted and updated with new ones. Companies that are more customer-oriented than often find this more efficient process because they deal with customers who are interested in their products and share the brand, making the capital easier some experience with the company. Retention is a more sustainable business model and a key to sustainable growth. The purpose of customer retention programs is to attract as many customers as possible (Gustafsson, Johnson, & Roos, 2005).

According to Kumar (2005) talks strongly about customer loyalty and its relationship with customer satisfaction. He believes that businesses should be focusing their efforts on creating loyal customers, that sticky and not easily influenced by competitors. He also speaks about how your clients are your paycheck. With no clients, there’s nobody to pay you! By taking this approach to every customer interaction, you can naturally flip the angle on customer service (Thomas, 2005).

However, the best service does not just come from a friendly transaction or beneficial technology it results from the real understanding of your customers’ expectations and puts in the right approach and service areas standards which surpass it. When an organizational framework unites people, places, and processes by putting customer’s customer base, this extraordinary service becomes possible to touch customer points and create a lot of returns and recommendations, as well as stronger competition (Mossberg, 2007).

Employees have the power that is a common goal to perform because they have the right tools and clear expectations of the service. When team members’ behaviours are reinforced through positive feedback, they feel valued and appreciated and will make sure their customers do as well (Mossberg, 2007).

Quality is the new concept in modern business

Evans & Lindsay (2013) stated that “The first task we have is to turn out quality goods that consumers will keep on buying.” This statement addresses three issues that are critical to managers of manufacturing and service organizations: Productivity, Cost, and Quality.

Productivity is the measure of effectiveness defined as the amount of output gained per unit of input, the cost of operations and the quality of the goods and services that create customer satisfaction all contribute to profitability. Of these three determinants
of profitability, quality is the most significant factor in determining the long-term success or failure of any organization. High-quality goods and services can provide an organization with a competitive edge and reduce cost resulting from returns, rework and scrap. It also increases productivity, profits, and other measures of success. Most importantly, high quality produces satisfied customers, who reward the organization with continued patronage and favorable word-of-mouth advertising (Ryals, 2005).

According to Domingo (1997) that business is like a jungle in which laws are set by the environment made up of the market or customers. The western companies embraced total quality management, have shown that becoming a world-class company is a matter of customer focus, good management, and a strong corporate culture. Becoming total quality management is not a matter of reaching a particular size, profitability or technology, but by continuously improving quality service, and productivity and also to be a total quality the company is not just an option or an alternative course of action, it is must for survival (Strevel, 2014). There are several faces and facets of Quality according to the book “Quality means Survival” such as:

**Quality is a terminator**

Low quality is like a booby trap, harmless-looking, unnoticed, waiting to be triggered and destroy any organization and everything around it. Defects are devils in disguise. Defective products have crippled or annihilated companies, careers, customers, competitors, communities, and even civilians.

Quality is an emancipator - Companies have been beaten and saved by quality.

**Quality is an equalizer**

Quality levels the playing field. It is a weapon that any company can use to remove its handicaps.

**Quality is the silent salesman**

Just like what Lee Iacocca once said, “When the product is right, you don’t have to be a great marketer.” While according to Actor Will Rogers “Let advertisers spend the same amount of money enhancing their product but no longer need to advertise it.”

On the other hand, Gucci recognized the power of quality: For quality is retained long after the price is forgotten.

**Quality is a peacemaker**

Quality creates peace and harmony in any organization. It stops turf battles by making warning departments internal customers and suppliers of one another. No amount of traditional training speeches can beat quality goals in developing teamwork. A total quality company is at peace with all its stakeholders, customers, dealers, management, employees, suppliers, and the community.
Quality is the most profitable. American educator Nicholas M. Butler noted: “Business planned for service apt to succeed yet in profit is apt to fail.”

Quality is the winning global strategy
Quality guides companies on which opportunity to grab and which problems to solve first.

Quality is a timeless theme
As Levi’s puts it, “Quality never goes out of style.” As long as the customers crave for better products and services, as long as employees make costly mistakes, as long as defective products continue to kill people, quality will endure as a major corporate concern.

Quality is the aim to end all goals
Quality enables the company to achieve its objectives. Philip Crosby once said, “If we take care of the customers, and the employees, everything takes care of itself.” Quality provides a focus for all other management concerns such as cost reduction, productivity, teamwork, communication, and training (Ryals, 2005).

Although quality initiatives focused first on minimizing defects and errors in products and services through the use of measurement, statistics, and other problem-solving tools, organizations began to discover that without significant attention to the quality of the management practices, lasting improvement could not be accomplished. Managers started to realize that the approaches they use to listen to customers and develop a long-term relationship, develop strategy, measure performance and analyze data, reward and train employees, design and deliver products and services in their organization are the real enablers of quality, customer satisfaction, and business results. To put it simply, they recognized that the “quality of management” as significant as the “management quality (Ryals, 2005).

Customers eventually lower their quality expectation, consciously or unwittingly, to the delight of these complacent local producers which rake in profits from the market ignorance, and naiveté. Customers are happy and satisfied with the product’s quality with lower external failures. If the customers are lost because of poor quality or service and not because of reasons beyond the company’s control like the consumer’s relocation, high sales figures which meet or exceed targets will hide the problem from management. Lost customers are hard to recover than lost profits (Ryals, 2005).

Service quality is attributes of the delivery and service accompanying the product purchase by the customer. Service quality has the same basic conformance quality and design quality. Conformance quality of service has to do with the accurate and timely execution of the services associated with the product while the Service design quality refers to those unquantifiable, unstated, unspecified, usually unexpected, service attributes that delight and pleasantly surprise the customer (De Matos, & Rossi, 2008).
Unlike products, every service is made to order. Therefore, the service quality has additional features. In availing such, the customer interacts more with the seller. The quality of service depends to a large extent on understanding the exact requirements of the customer through such interactions. Each service has to be designed specifically for the consumer. Hence, quality of service design is an important feature (Motita, 2015). Service delivery is another feature of service quality. Thus, the additional features of service quality are:

1. The quality of customer service - Customer service is important in every business. In a service industry, meeting clients and finding out their implied requirements is more challenging. Therefore, the ability to satisfy customer depends on the quality of customer service.

2. The quality of service design - Since services are usually custom-made, it is important that the service designed as per the requirements of the customer. Quality of service design, in turn, depends on the quality of customer service.

3. The quality of delivery - It is important in any sector, but more crucial in case of services. Defects in delivery should be zero to satisfy the customers.

**Quality follows customer requirements**

A total quality firm sets standards that show quality and service, not just financial performance. It is flexible and responsive to customer needs because it gets immediate and accurate feedback, positive or negative, from all sources and the customers themselves. It measures and monitors anything that has to do with quality. A principle of TQM (Total Quality Management) is “Anything not measured cannot be improved.” One overzealous company revised this to: “Anything that moves, we measure (Strevel, 2014).

Many top executives began to appreciate that all fundamental business activities such as how an organization is guided by leadership, how they create strategic plans for the future, how data and information are used in decision making, and so on is needed to be in align with the quality principles along with working as a whole, and have continuous improvement as the business conditions and direction change. The idea of quality has evolved into the concept of performance excellence that aligns and integrates all organizational activities, the results in delivery of ever-improving value to customers and stakeholders, and contributes to overall effectiveness and organizational sustainability (Strevel, 2014).

However, business will require an economic justification for quality initiatives: Quality must deliver bottom-line results. An executive in Texas observed that “Quality will have to be everywhere, integrated into all aspects of winning an organization. Companies such as Ford and Xerox recognized that the process is not easy; real quality requires persistence, discipline, and steadfast leadership commitment to excellence (Dematos & Rossi, 2008). Quality is determined by what a customer wants. Individuals have different wants and needs and also in quality standards.
Furthermore, companies that invest in quality management efforts experience outstanding returns improvements in performance. Various research studies show that quality-focused companies achieved better employee participation and relations, improved product and service quality, higher productivity, greater customer satisfaction, increased market share, and improved profitability. Today, companies are asking employees to take more responsibility for acting as the point of contact between the organization and customers, to be team players, and to provide more effective and efficient customer service (Lindsay, 2013).

Having good intentions, sheer determination, and raw enthusiasm does not guarantee the successful Total Quality Management implementation, the first thing management should do right is implementing total quality itself. Failure to doing such might always mean the program can never be restarted or resumed again.

In our schematic diagram, we have our Input; 1. Factors that Affect Quality Customer Services Satisfaction, 1.1 Quality Customer Service, 1.2 Quality of Service Design and 1.3 Quality of Delivery, because of that we had gained our throughput; the Level of Customer Satisfaction, and in which resulted to our Output; Enhancement Program.

**OBJECTIVE OF THE STUDY**

The study aims to determine the quality of customer services of Saint Michael College of Caraga in areas of school registrar, school accounting, and electronic data processing.

**METHODOLOGY**

**Research Participants**

The study was conducted to the Basic Education Students, College Students, Personnel and Parents of Saint Michael College of Caraga, School Year 2017-2018. There were a total of 343 respondents who participate in this data gathered. Includes from the College of Teacher Education, Fifty eight (58), College of Business and Management, Twenty-three (23), College of Criminal Justice Education, Twenty-six (26), College of Tourism and Hospitality Management, Thirteen (13), College of Computer Studies, Twenty-five (25), College of Arts and Sciences, Five (5), Information Technology, Three (3), Hotel Restaurant Technology, Three (3), Ships’ Catering Services, Eight (8), Department Heads, Three (3), Non-Teaching Personnel, Four (4), Basic Education Teachers, Four (4), College Teachers. Four (4) and Parents, One hundred sixty three (163).
Research Design

This study utilized the descriptive method attempted to gather data and collect existing information related to this study. Its purpose was to explore the relevant information which provides the researchers the chance to examine all details of the problem needed.

Research Instruments

The research instrument was a self-administered questionnaire and have undergone pre-test that validates the questionnaire. The questionnaire consists of 42 items with 3 subscales namely: School Registrar, Accounting Office, and the Electronic Data Processing (EDP) regarding how this facilitates offer Quality Customer Services to their customers. To evaluate this research instruments the following scales are used Fully Satisfied (4), Moderately Satisfied (3), Unsatisfied (2), and Utterly Unsatisfied (1)

Data Gathering Procedure

The researchers’ major ethical consideration was to ensure the respondent’s anonymity throughout the analysis process. The letter of approval was sent to the Vice President of Academic Affairs to conduct a survey of the college students, parents, and personnel of Saint Michael College of Caraga. The questionnaire was also administered personally by the researchers so that the confidentiality of the information provided by the study was maintained.

Ethical Consideration

The study follows an ethical standard, by giving the respondents a survey questionnaire with attached inform consent form formulated by the researchers. The researchers have assigned the number to the questionnaire answered by the respondents. Only the researchers have the key to indicate which number belongs to the participants to protect their identity. All the data gathered from the respondents were held with utmost confidentiality.

The researchers personally asked permission to all College Dean and the Head of School Registrar with a letter containing the purpose of their study. When the permission granted, the researchers applied the statistical treatment, analysis, and interpretation.

RESULTS AND DISCUSSION

This study was responded by the Teachers, Parents, and College Students of Saint Michael College of Caraga with a research purpose that could be able to formulate enhancement programs for the betterment of services rendered by the offices.

The descriptive method of research was used in this study. The research instrument was group into four category: 4(Fully Satisfied), which means the services rendered
fully satisfied the customers, 3(Moderately Satisfied), which means the services rendered moderately satisfied the customer, 2(Unsatisfied), which means the services rendered unsatisfied the customers, and 1(Utterly Unsatisfied), which means the services rendered utterly unsatisfied the customers.

Furthermore, the respondents have also been given the assurance that all the data they gathered were used for the research and identities of the respondents will be confidential.

Since the data had been aggregated and analyzed, the researchers found out that:

1.1 On the Quality Customer Service, the result was said to be Moderately Satisfied with the total of 3.31 weighted mean. Quality customer service is a vital ingredient in a company’s ability to maintain profitability and continued success in business. Not only does quality customer service build loyalty for both company and product above all other forms of marketing, it almost guarantees a company’s viability in today’s diverse and competitive market. Therefore, all employees should be focused on enhancing customer loyalty. Simply stated, if customers have a positive customer experience, they come back; if they don’t, they move on to a competitor (Evans & Lindsay, 2013).

1.2 The Quality of Service Design, on the other hand, has a total of 3.33 weighted mean which means the services rendered results to Moderately Satisfied. International studies suggest that the companies who value the service design process, often carry out innovations that allow them to be more successful in competition; companies who combine their strategy with service design, experience greater demand for their services. Service design thinking improves the competitiveness; companies that use design grow faster, have more success in implementing innovations and their loyal customers are willing to pay more for well-designed services.

1.3 The Quality of Delivery has a total of 3.30 weighted mean which means that they deliver their services well. An assessment of how well a delivered service conforms to the client’s expectations to improve their service to identify the problem quickly and to assess client satisfaction better.

2. For the customer satisfaction level, based on the gathered data were said to be Moderately Satisfied with an average weighted mean of 3.31. Customer satisfaction plays an important role in your business. Satisfaction is a feeling of happiness and joy that individuals obtain when they have fulfilled their human needs and desires. Educational institutions use certain methodologies to determine the level of their students’ satisfaction regarding the services and programs they offer to fulfill student needs and satisfy student aspirations better (Evans & Lindsay, 2013). Student satisfaction measurement is considered a strategic issue for educational institutions because satisfaction is similar to profit-and-loss accounting in business organizations. If satisfaction is high, then the school is making sizeable profits as a result of having provided students with knowledge, skills and targeted abilities. The student will be pleased with their academic achievement.
and their university life and will speak positively about the college because satisfaction is the ultimate goal, and the ultimate goal is a reflection of high levels of service quality (Evans, & Lindsay, 2013).

3. ANOVA Test Result among Parents, Teachers, and Students

<table>
<thead>
<tr>
<th>F-value</th>
<th>Tabular Value</th>
<th>Decision</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>-6</td>
<td>5.14</td>
<td>Accept the Null Hypothesis</td>
<td>There is no significant difference</td>
</tr>
</tbody>
</table>

The table shows the interpretation of the ANOVA Test Result among Parents, Teachers, and Students regarding customer satisfaction level among the parents, teachers, and students which has f-value of -6 and Tabular Value of 5.14.

Therefore, the result accepts the null hypothesis, and there is no significant difference in customer satisfaction level among the parents, teachers, and students.

4. The ANOVA Test Result among Parents, Teachers, and Students regarding customer satisfaction level among the parents, teachers, and students which has f-value of -6 and Tabular Value of 5.14. Therefore, the result accepted the null hypothesis and there is no significant difference in customer satisfaction level among the parents, teachers, and students.

5. On the enhancement program, commitment to quality should be reinforced over and over again from the top and to implement statistical tools to track mistakes and if the deviation occurs, the process should be altered. As well as provide training programs. They should create employees quality circles that will monitor these three offices and employees should exhibit right the attitude.

CONCLUSIONS

The findings show that the refinement of the service quality would be useful in improving customer satisfaction and customer retention. The researchers found out that majority of the respondents are moderately satisfied with the quality customer services of the facilities. It only shows that the School Registrar, Accounting, and Electronic Data Processing had performed their duties moderately towards their customers. By the used of this study, they would be able to classify the duties that they should enhance more to satisfy their customers fully. Total Quality Management means long-term success, which is achieved through customer satisfaction and benefits the employees and society. The benefits of Total Quality Management include not only the profits but also the success of the organization regarding satisfaction (Motita, 2015).

Based on the findings, the study was congruent to Service Quality Theory of Parasuraman, Berry, & Zeithaml (1991) stated that service quality must develop to satisfy and assess the customer perceptions of the services received. Since it was found out that the students, parents, and teachers are moderately satisfied on the services
offered by the three offices namely, School Registrar, School Accounting and Electronic Data Processing of Saint Michael College of Caraga. Therefore, the school has the quality service offered by the School Registrar, School Accounting and Electronic Data Processing to the students, parents, and teachers.

As the researchers found out through the findings, the related literature was congruent to the result of the said research where it says that high-quality services can provide an organization with a competitive edge and reduce cost resulting from returns, rework and scrap. It also increases productivity, profits, and other measures of success. Most importantly, high quality produces satisfied customers, who reward the organization with continued patronage and favourable word-of-mouth advertising (Evans & Lindsay, 2013). Based on the result, although some of the respondents were Unsatisfied with the services of the School Registrar, School Accounting, and Electronic Data Processing. The services offered by the three offices is purposely for the welfare of the students, parents, and teachers. This will be responded by the school for the improvement of their services to satisfy them fully.

**RECOMMENDATIONS**

The researchers found out that the Quality Customer Services of Saint Michael College of Caraga is Moderately Satisfied. Therefore, the School Registrar should improve the registration procedure wherein students, parents and other staffs can feel that the information they get is timely an error-free by training staff members adequately regarding the system usage and information dissemination. Proper signage should be placed around the campus especially on places that are part of the registration process so students, especially the new ones, won't be wandering around the campus trying to find the appropriate office to do business with. As for the School Accounting, they should develop and exert more effort to establish a quality system in every office with formal implementation of well-defined processes, procedures, and trained resources. Service should conform to the stated and implied requirements of customers or as per requirements of the specific customers and anticipate a delay in schedule be communicated to customer well in advance. And Electronic Data Processing should increase the number of updated computers and software. This also includes improving the accessibility of the internet service inside the campus. Students are required to keep abreast with current changes and current information, and most of them are into the use of the internet that is why every time they get a runtime error or an error in connection in the use of internet adds to their frustrations.

**School Administrators**

They should use a standard in the ISO 9000 series to demonstrate the ability to consistently provide services that meet customer and regulatory requirements by determining the duality policy, objectives and responsibilities provided by the school and
implement them by means such as quality planning, quality control, quality assurance, and quality improvement within the quality system. It is recommended according to ISO 9000 Standards series.

Researchers

Give more time and focus on their chosen study for the success of the said research, be always responsible, open-minded and be more cooperative in processing the study. They should put their heart and be best for it.

LITERATURE CITED


