



Assessing the University Image of La Consolacion University Philippines and the Level of Satisfaction of International Clients

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Abstract

This study analyzes the student satisfaction of La Consolacion University Philippines' foreign students and recognizes the image of La Consolacion University Philippines to its International clientele. Specifically, this research assessed the satisfaction of La Consolacion University Philippines' international students; the image of La Consolacion University Philippines to its international clientele; determination of how the university portrays its role to its international clientele; the level of the satisfaction of the foreign students to the services offered by the university; and how the university deals with the uncontrollable needs and desires of its foreign students. The researcher utilized Quantitative method to conduct the study which was done by gathering information using Standardized Survey Questionnaires that was disseminated to the international students of the university who were currently enrolled for the academic year. In so far as what LCUP's foreign clientele has experienced, the institution provides them satisfactorily. The same thing can be said for the university image assessment. As to whether these results have any relationship with each other, the Spearman rank-order correlation test reveals that there is a statistical significance. The study has provided a link between university image and student satisfaction. Hence, it can be said that the way a university is perceived by its foreign clientele has something to do with the foreign students' satisfaction.

Keywords: university image; student satisfaction; education; teaching.

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1. Introduction

Most of the academic institutions diverged into more competitive and advanced approach in terms of providing high quality education to the students. Through the help of the developments and continuous promotions of schools and universities, the global engagement of most of the educational institutions attract foreigners or international students as a part of their growing community. This paper summarizes the level of satisfaction of the international students in terms of the services of La Consolacion University Philippines.

1.1. Student Satisfaction

“The satisfaction of teaching extends beyond the realm of academics. Indeed, the most lasting contributions come from rescuing a child from despair, restoring a sense of hope, soothing a discomfort. These are the occasions whose memories last longest because they are often the occasions whose importance transcends academic interests. They address the human needs that all of us share” [1].

Accordingly, exploring student’s satisfaction is useful to universities and institutions to help them determine their strengths as well as their different areas which need improvement. Satisfaction ratings go beyond teaching assessments, which have a narrow focus, to include broader aspects of the student learning experience. To grasp the complexity of that learning experience, it is not enough to know the degree to which students are satisfied, it is important to understand the factors that contribute to student satisfaction.

In a study conducted in 2013 at the City University of Seattle, the students’ overall satisfaction with the quality of learning experiences, quality of studies, quality of campus facilities, and availability of Library and Learning Resource Center resources as well as its overall levels of satisfaction with their experiences at the City University of Seattle was scrutinized by the researcher in which the results were mostly constructive. It was stated that ninety-six (96) percent of the students were highly satisfied with the quality of all their learning experiences. While, eighty (80) percent of the students, nearly say that the courses they took, challenge them to do their best work most of the time. On the other hand, only a small percentage says that instructors frequently enrich courses with interactive tools. Overall, the majority of students also highly rate the quality of study at the said university [2].

Moreover, recent studies also warn a shortage of highly qualified school leaders. An estimated forty (40%) percent of the 93,200 school administrators across the United States were expected to retire.

While changes have been arising to education, many programs are breaking the tradition, offering a more concrete way of coursework and field experiences as well as developing systems or programs that are more student-centered. In order for educational institutions to maintain excellence, new outcomes must be developed and new ways to evaluate these outcomes must be established [3].

Hence, refining the quality of educational programs at all levels is sensible and the examination of student perceptions and satisfaction level is a primary means to this end.

1.2. University Image

Trends will always be a part of our daily lives, from the technologies up to the clothes and modernity of living. Moreover, education will not be exempted for this change. As new trends enter the education industry, universities have to contend with more management issues and concerns; marketing, branding program, way of teaching and innovative strategies. Universities engaged themselves in the shifting developments to enrich the reputation of the institution and to have a good influence on university ranking among others [4].

In the same way, according to [2] there is greater competition that exists in different universities today to attract the finest and the most diligent students to enroll to them. In line with this, a university is not just an institution of modern and higher learning but also a business. There are millions of dollars spent by owners of universities to the institutions and to establish their image as well as to enhance their positions in the different university and institution rankings.

“Markets in which small differences in performance give rise to enormous differences in reward [3] This mantra of Bunzel was adopted by both universities and students according to [5], which leads to a problem that states: “to what extent does the cognitive and affective aspects affects the over-all image of a university?”

The current study addressed three important concerns: (1) assessing the University Image of La Consolacion University Philippines; (2) determining the level of satisfaction of international clients; and (3) examining the relationship of the University Image and the level of satisfaction of the international students [6].

1.3. Limitations of the study

The study focused on 18 international students of La Consolacion University Philippines wherein the research aimed to determine the level of satisfaction of international clients as well as in assessing the university image when it comes to the services it may further provide. The study cannot be generalized since it is only limited to the perspectives of the international students studying within the university. Therefore, the result will vary depending on other external factors if the study will be developed by other researchers such as age, gender, courses and place where they study. The research will also be a benchmark to create other related studies with different respondent, focus or scope.

2. Methods

A descriptive correlation design was used in the study to assess the university image of La Consolacion University Philippines, determine the level of satisfaction of the international clients of the university, and also to examine the relationship of university image and the students' satisfaction. A descriptive correlation research describes phenomena and systematically investigates the relationship among variables. Essentially, the study made use of the quantitative approach in data analysis and interpretation.

The study utilized two (2) sets of standardized instruments. First, the Maric and his colleagues, University Image Questionnaire in 2010, and the Student Satisfaction Questionnaire developed by the Finnish Board of

Education in 2005.

The mode of data gathering was the Questionnaire Method. Each of the respondents was given a structured set of questions. In gathering the data, the researcher distributed the survey questionnaires to the international students of the university and checked whether all the questions are answered.

The data collected were tabulated and processed using the Statistical Packages for Social Sciences (SPSS) version 23 in order to analyze and interpret the data gathered. The relationship between the students' perceptions of the University Image and their level of satisfaction was analyzed using correlation procedure. To quantify the variables, the following scales and verbal interpretations were utilized:

Table 1: Scale and Verbal Interpretation

University Image Scales	Interpretation
1.00-1.99	Very bad
2.00-3.99	Bad
4.00-5.99	Neutral
6.00-7.99	Very good
8.00-10.00	Excellent
Student Satisfaction Scales	Interpretation
1.00-1.80	Very Dissatisfied
1.81-2.60	Dissatisfied
2.61-2.40	Fairly Satisfied
2.41-3.20	Satisfied
3.21-4.00	Very Satisfied

3. Results and Discussion

The study aims to assess the student satisfaction of LCUP's foreign students, as well as their image of the University. It would then seek out a statistically significant relationship between the two variables, determining if student satisfaction has any link to university image. The entire population of the foreign students of LCUP (N=21) were targeted for the study, and about 18 responded for this study.

3.1. Assessment of the University Image of La Consolacion University Philippines

University Image was assessed using thirty (30) indicators, namely: architectural design, university webpage, university location, programs and course offerings, contents of the lectures, transfer of knowledge between professors and students, implementation of education, classroom equipment, library equipment and access to online materials, sources for the students, student accessories, research activity, facilities and surroundings, connection to companies, employability after graduation, integration with the internal surroundings, connection to other domestic and foreign universities, administrative and responsiveness of professors, curriculum/course

content, usefulness of gain knowledge, adequacy of literature, accessibility of study related info, demands of studying, grading system, quality of the professors, perceptions about the university, student influence in management decisions, faculty management accessibility and student activities. The students' perception were expressed in a ten-point scale, where one (1) means "Very Bad Image" and ten (10) as "Excellent Image". The data gathered are summarized in Table 1.

Table 2: Average University Image Ratings per Category

Criteria	Average scores	Standard deviation	Descriptive Equivalent
Architectural design	8.14	3.563706	Excellent
University webpage	8.05	1.870829	Excellent
University location	8.38	2.924649	Excellent
Programs and course offerings	8.52	2.949576	Excellent
Contents of the lectures	8.62	3.72827	Excellent
Transfer of knowledge between professors and students	8.86	4.32435	Excellent
Implementation of education	9.10	4.573474	Excellent
Classroom equipment	8.24	3.605551	Excellent
Library equipment and access to online materials	8.52	3.98748	Excellent
Sources for the students	8.52	2.588436	Excellent
Student accessories	8.19	3.209361	Excellent
Research activity	8.38	3.834058	Excellent
Facilities and surroundings	8.38	3.563706	Excellent
Connection to companies	7.84	1.923538	Very Good
Employability after graduation	8.29	2.50998	Excellent
Integration with the internal surroundings	8.52	2.280351	Excellent
Connection to other domestic and foreign universities	8.33	2.588436	Excellent
Administrative services	8.24	2.258318	Excellent
Accessibility and responsiveness of professors	8.52	2.774887	Excellent
Curriculum/ course content	8.48	2.886751	Excellent
Usefulness of gain knowledge	8.59	3.933979	Excellent
Adequacy of literature	8.38	2.738613	Excellent
Accessibility of study related info	8.14	1.75119	Excellent
Demands of studying	8.82	3.777124	Excellent
Grading system	8.76	3.391165	Excellent
Quality of the professors	8.24	2.167948	Excellent
Perceptions about the university	8.29	2.073644	Excellent
Student influence in management decisions	8.19	1.870829	Excellent
Faculty management accessibility	8.24	2.588436	Excellent
Student activities	7.76	1.732051	Very Good
TOTAL AVERAGE RATING	8.38	0.285114	Excellent

Table 2 represents the summary of average ratings gathered per category for the University Image instrument. They were asked to rate their perceptions on the following criteria from Very Bad to Excellent, starting from 1 until 10. The lowest rating went to "Student activities", with a rating of 7.76 and an interpretation of "Very Good" while the highest rating was accorded to "Implementation of education" with a 9.10 rating or an "Excellent" interpretation. The total rating of the University Image assessment was at 8.38, which means "Excellent University Image" rating. The obtained standard deviation of .28 indicates that the respondents did not vary significantly in their assessment.

The data revealed that La Consolacion University Philippines was given an "Excellent University Image" rating

in terms of architectural design, university webpage, university location, programs and course offerings, contents of the lectures, transfer of knowledge between professors and students, implementation of education, classroom equipment, library equipment and access to online materials, sources for the students, student accessories, research activity, facilities and surroundings, employability after graduation, integration with the internal surroundings, connection to other domestic and foreign universities, administrative and responsiveness of professors, curriculum/course content, usefulness of gain knowledge, adequacy of literature, accessibility of study related info, demands of studying, grading system, quality of the professors, perceptions about the university, student influence in management decisions, and faculty management accessibility. University image was rated “Very Good” in only two (2) indicators: connections to companies and student activities. This was shown by the obtained mean values of 7.84 and 7.76 respectively.

3.2. Level of Satisfaction of International Clients

The level of satisfaction of International Clients was evaluated using eleven (11) indicators, namely: educational guidance, studying arrangements, studying, student assessment and self-assessment, attitude towards students, premises, cleaning services, catering/canteen services, library, teaching and learning, and practical period. The students’ perceptions were expressed in a four-point scale, where one (1) means “Very Dissatisfied” and four (4) as “Very Satisfied”. The data gathered are summarized in Table 2.

Table 3: Average Student Satisfaction Ratings per category

Categories	Average Scores	Descriptive Equivalent
Educational Guidance	2.96	Satisfied
Studying Arrangements	2.91	Satisfied
Studying	2.92	Satisfied
Student Assessment and Self-Assessment	3.27	Very Satisfied
Attitude towards students	3.71	Very Satisfied
Premises	3.08	Satisfied
Cleaning Services	3.19	Satisfied
Catering/Canteen Services	3.21	Very Satisfied
Library	3.34	Very Satisfied
Teaching and Learning	3.37	Very Satisfied
Practical Training Period	3.03	Satisfied
TOTAL RATING	3.18	Satisfied

Table 3 exemplifies the average scores per category in the Student Satisfaction instrument utilized in this study. The instrument had the students respond to a specific situation and note how they agree on the circumstance given. The lowest rating was accorded to “Studying Arrangements” with 2.91, and an interpretation of “Satisfied”. The highest rating was given to “Library” with 3.34, and an interpretation of “Very Satisfied”, too. The overall rating given by the respondents as to their satisfaction in the institution is a rating of 3.18, or a “Satisfied” interpretation. Furthermore, the data revealed that La Consolacion University Philippines’ students’ satisfaction was rated “Very Satisfied” in five (5) indicators: student assessment and self-assessment (3.27), attitude towards students (3.71), catering/canteen services (3.21), library (3.34), and teaching and learning (3.37). While on the other hand, students’ satisfaction was rated “Satisfied” in terms of educational guidance,

studying arrangements, studying, premises, cleaning services, and practical training period. The standard deviation of the data is at 0.24.

3.3. Relationship of the University Image and the Level of Satisfaction of International Clients

A correlational analysis was conducted to determine the relationship between the foreign students' perceptions of university image and student satisfaction. It was found out that there is a strong statistical relationship binding the two variable. This was shown by the obtained coefficient of correlation equal to +.59 with an associated probability of .053. The finding indicates that in general, the better the perception of the students on the image of the university, the higher their level of satisfaction.

Table 4: Statistical Computation via SPSS (Version 23)

		University Image	Student Satisfaction
University Image	Correlation Coefficient	1.000	.596
	Sig. (2-tailed)		.053
	N	30	11
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Student Satisfaction	Correlation Coefficient	.596	1.000
	Sig. (2-tailed)	.053	
	N	11	11
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It may be gleaned from the findings of the study that much can still be discussed in terms of enhancing student satisfaction like studying arrangement and the delivery of educational guidance services to further improve the level of student satisfaction.

4. Recommendations

- The researchers suggested to conduct a different study specifically, an ethnographic analysis on how international clients managed to adapt to the culture a new environment existing in the country. This may also discuss about the challenges and the positive experiences that they encountered to further know the level of satisfaction of international clients in terms of the services provided by the academic institution.
- The study may be developed by other researchers in terms of determining the strategies and challenges of the teachers who are handling students and managing a multilingual and multicultural setting in the university. This emphasizes how educators and even school administrators implement policies in improving the services for international clients as well as in promoting a positive identity of the school outside the country.
- Moreover, this study will be a benchmark to create related studies in assessing the image of the university through the perspective of the international students. Also, the researchers suggested to explore other external factors that may affect the level of satisfaction of the international students in terms of the services provided by the university.

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5. La Consolacion University Philippines

Assessing the University Image of La Consolacion University Philippines and the Level of Satisfaction of International Clients

Good day! We are conducting a survey regarding the university's image on its foreign students. Below is a set of criteria, and a scale from 1 to 10. According to your experience in LCUP, rate each criteria from 1 to 10, with 1 being "Very Bad" and 10 being "Very Good". Thank you for your honesty!

Table 5

Name: _____ Course: _____

CRITERIA	1	2	3	4	5	6	7	8	9	10
Complete architectural design of the University										
University webpage										
University location										
Programs and course offerings										
Contents of the lectures										
The transfer of knowledge between professors and students										
The implementation of education										
Classroom equipment										
Library equipment and access to online materials										
Services for the students										
Student associations										
Research activity										
Facilities and surroundings										
Connection to the companies										
Employability after graduation										
Integration into the internal surroundings										
Connection to other domestic and foreign universities										
Administrative services										
Accessibility and responsiveness of the professors										
Curriculum/ course content										
Usefulness of gained knowledge										
Adequacy of literature										
Accessibility of study related information										
Demands of studying										
Grading system										
Quality of the professors										
Perceptions about the University										
Student influence on management decisions										
Faculty management accessibility										
Student activities										

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